



JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

JOHN F. SCHUNHOFF, Ph.D.
Chief Deputy Director

313 North Figueroa Street, Room 806
Los Angeles, California 90012
TEL (213) 240-8117 • FAX (213) 975-1273

www.lapublichealth.org



BOARD OF SUPERVISORS

Gloria Molina
First District

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June 19, 2007

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**APPROVAL OF A FORTHCOMING ACCEPTANCE OF
ALLOCATION AND APPROVAL OF VARIOUS TOBACCO CONTROL AND
PREVENTION PROGRAM AMENDMENTS**
(All Districts) (3 Votes)

IT IS RECOMMENDED THAT THE BOARD:

1. Approve and instruct the Director of Public Health, or his designee, to accept a forthcoming Acceptance of Allocation Agreement (AOAA) from the California Department of Health Services Tobacco Control Section (CDHS/TCS) to support the Department of Public Health's Tobacco Control and Prevention Program for Fiscal Years (FY) 2007-08, \$4,256,541, FY 2008-09 \$4,113,920, and FY 2009-10 \$3,967,879 in the total amount of \$12,338,340. (Exhibit I Letter of Allocation).
2. Delegate authority to the Director of Public Health or his designee to accept amendments to the AOAA, to use rollover funds and to increase or decrease each FY's award by an amount not to exceed 25% of each fiscal year's award amount, subject to review and approval by County Counsel, the Chief Administrative Office and notification of the Board offices.
3. Approve and instruct the Director of Public Health, or his designee, to sign a form amendment substantially similar to Exhibit II with 13 various community-based agencies for the provision of tobacco control and prevention services, effective July 1, 2007 through June 30, 2008, with provisions for two 12 -month automatic renewals through FY 2009-10, with a total potential maximum obligation of \$1,300,000 for FY 2007-08, \$1,040,000 for FY 2008-09, and \$975,000 for FY 2009-10, 100% offset by CDHS funding, contingent upon the availability and approval of CDHS funding and the Department of Public Health's (DPH or Department) progress in meeting the contractual obligations for tobacco control and prevention services.

4. Approve and instruct the Director of Public Health or his designee, to sign Amendment No. 2 to County Contract No. H700228 with Ron Rogers & Associates substantially similar to (Exhibit III), to extend the term for tobacco control prevention and media services effective July 1, 2007 through June 30, 2008, with provisions for two 12-months automatic renewals through FY 2009-10, with a maximum obligation of \$200,000 for FY 2007-08, \$145,000 for FY 2008-09 and \$100,000 for FY 2009-10, 100% offset by CDHS funding, contingent upon the availability and approval of CDHS funding and the DHP's or Department progress in meeting the contractual obligations for tobacco control and prevention services.
5. Delegate authority to the Director of Public Health, or his designee, to authorize the increase and decrease up to 25% of the Fiscal Year (FY) obligation of each of the 14 agreements, 100% offset by CDHS funding, based on each agency's performance and/or availability of funds during the term of the agreement.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION:

In approving these actions, the Board is authorizing the acceptance of grant funds from CDHS and delegating authority to the Director of Public Health, or his designee, to sign amendments to 14 existing agreements to support the continued provision of tobacco control and prevention services to decrease exposure to environmental tobacco smoke, counter pro-tobacco influences, and support media advocacy.

FISCAL IMPACT/FINANCING:

The total program cost for the tobacco control amendments is in the amount of \$12,338,340 which consist of \$4,256,541 for FY 2007-08; \$4,113,920 for FY 2008-09; and \$3,967,879 for FY 2009-10, 100% offset by CDHS funds.

The County maximum obligation for the 13 tobacco control services amendments, with various community-based agencies is in the amount of \$1,300,000 for FY 2007-08, \$1,040,000 for FY 2008-09, and \$975,000 for FY 2009-10, 100% offset by CDHS funds.

The County maximum obligation for the media-based tobacco control and prevention services amendment with Ron Rogers & Associates for FY 2007-08 is in the amount of \$200,000 for FY 2007-08, \$145,000 for FY 2008-09 and \$100,000 for FY 2009-10, 100% offset by CDHS funds

The remaining balance to support funding for tobacco control program salaries, employee benefits, a portion of Services and Supplies and other costs is in the amount of \$2,756,541 for 2007-08, \$2,928,920 for 2008-09 and \$2,892,879.000 for 2009-10. There are no net County costs associated with these amendments.

Funding for this program has been included in DPH's FY 2007-08 Budget request and will be requested in future fiscal years as needed.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS:

On January 6, 2004, the Board approved tobacco service agreements with 11 additional community based organizations and one media agency, funded through additional CDHS monies for FY 2003-04.

On June 15, 2004, the Board approved to sign Amendment No 1 to Agreement No. H700228 with Ron Rogers and Associates for tobacco control prevention media services with a County annual maximum obligation of \$200,000, effective July 1, 2004 through June 2005, 100% offset with CDHS funds with provisions for two 12-month automatic renewals through FY 2006-07.

On June 14, 2005, the Board approved: 1) 16 agreements with community-based agencies to provide tobacco control and prevention services under four service categories with a County maximum obligation of \$1.6 million, effective July 1, 2005 through June 2006, with provisions for automatic 12 month renewal through June 30, 2007; and 2) fill two full-Time Equivalent positions consisting of one Staff Analyst and one Contract program Auditor for the Tobacco Control Prevention Program, in excess of what is provided for the DHS staffing ordinance, pursuant to section 6.06020 of the County Code, subject to allocation by the Department of Human Resources, 100% offset with funds provided by CDHS.

On January 30, 2006, the Department was notified of a name change from Ron Rogers & Associates (Agreement No. 700228) to The Rodgers Group. The legal name will remain Ron Rogers & Associates but will be conducting all business as The Rogers Group after that date. The office address, as well as the state and federal tax identification numbers, remain the same.

In May 2007, a Letter of Intent was received from CDHS of a forthcoming Acceptance of Allocation Agreement (AOAA in the amount of \$12,338,340 for the Fiscal Years (FY) 2007-2010.

The Department is requesting approval to accept a forthcoming AOAA from CDHS and to amend 14 amendments agreements with community-based agencies to provide tobacco control and prevention services.

Attachment A provides additional information; Attachment B is the Grant Management Statement for Grants Exceeding \$100,000; Attachment C is a list of the proposed allocation of funds by agency, supervisorial districts and service planning areas; and Attachment D is an Operating Plan for Fiscal Years (FY) 2007 through 2010..

County Counsel has approved Exhibits I, II and III as to form.

CONTRACTING PROCESS:

On March 14, 2005, DHS released a Request for Proposal (RFP) for qualified community-based organizations within Los Angeles County to conduct tobacco control and prevention services programs. DHS received 33 proposals of which 30 were in response to the Community Based interventions RFP. As a result of the RFP, 16 community-based organizations were selected and awarded contracts for the period of July 1, 2005 through June 30, 2006, with provisions for two 12-month automatic renewal through FY 2006-07.

The passage and implementation of effective policy to decrease exposure to environmental tobacco smoke and to counter pro-tobacco influences is a process that can take up to 2-5 years. This process involves investigating the political and public health environment, building and broadening local coalitions, developing relationships with local decision makers and implementing the local policy campaign. Due to the fact that these efforts can take multiple years to complete it is not feasible at this time to award new contracts to complete and /or continue the policy work that is currently being contracted. The program office intends to initiate a new Request for Proposal (RFP) prior to the expiration of 2009-10 contracts and select new contractors for community based interventions to decrease exposure to environmental tobacco smoke and to counter pro-tobacco influences.

Three cessation agreements (Charles R. Drew University of Medicine & Science H-701217, Los Angeles Gay and Lesbian Center (H-701218 and Tarzana Treatment Center, Inc. H-701214) are due to expire on June 30, 2007. The program office does not plan to amend or extend these contracts at this time due to a cost effectiveness analysis conducted comparing the current model with other community based smoking cessation models. The current three cessation contracts which are based on a seven session support group model averaged approximately \$5,000 per quitter. However, multi-component interventions, which include patient telephone support, costs between \$292 and \$677 per quitter. Therefore, smoking cessation programs based on a support group model are less cost effective than programs based on multi-component intervention models.

Further, the State Tobacco Control Section sets the priorities of the program office; the State mandates the program office to conduct policy related work. Smoking cessation services is an optional focus. If funds are available, the State recommends directing smoking cessation services to seven high-risk priority populations of which the lesbian gay bisexual and transgender (LGBT) populations are included. To fulfill the State's mandate the policy contracts will remain at the same level of funding.

Should funding become available through roll over, interest earned, and program savings, the program office intends to initiate a new Request for Proposal (RFP) in 2008/09 for the provision of a multi-components smoking cessation model. based on the models reviewed in the cost-effectiveness analysis. The new RFP will encourage

community based organizations to address the seven priority populations identified by the State which includes the LGBT population. Thus, smoking cessation services will be provided to a larger segment of Los Angeles County residents who want to quit smoking.

The CDHS mandates that the program office provide media services. To fulfill that mandate the one media contract will be extended to provide tobacco control and prevention media support services to the program office and the 13 policy contractors. The media contractor provides technical support in the development of educational material, decision maker kits, press releases and press conferences. In addition, they provide ongoing one-on-one spoke person training and technical support.

Due to the intimate familiarity of the media contractor with the 13 individual cities local policy campaigns and the staff of the 13 policy contractor's program staff the program office felt it beneficial to maintain the good working relationship and continuity between the media contractor the thirteen contractors and the program office. Therefore, a media RFP was not initiated at this time. The program office intends to initiate a new Request for Proposal (RFP) prior to the expiration of 2009-10 contracts and select new contractors for tobacco control and prevention media support services

IMPACT ON CURRENT SERVICES (OR PROJECTS):

The Board's approval of the recommended actions allows various tobacco control and prevention services to continue implementing ordinances and policies to decrease exposure to environmental tobacco smoke, establishing strong local tobacco retail licensing and providing smoking cessation services throughout the Los Angeles County.

When approved, this Department requires four signed copies of the Board's action.

Respectfully submitted,



Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

JEF:im

Attachments (7)

c: Chief Administrative Officer
County Counsel
Executive Officer, Board of Supervisors

SUMMARY OF AGREEMENT**1. TYPE OF SERVICE:**

The Tobacco Control and Prevention Services directed toward decreasing exposure to environmental tobacco smoke and countering pro-tobacco influences through the use of with 13 community based organizations and one media/public relations agency.

2. AGENCY ADDRESS AND CONTACT PERSON:

See Attachment C for individual details on 14 contractors.

3. TERM OF AGREEMENT:

Effective July 1, 2007 through June 30, 2008, with provision for two (one year) automatic renewals through Fiscal Year (FY) 2009-10

4. FINANCIAL INFORMATION:

The total program cost for the tobacco control amendments is in the amount of \$12,338,340 which consist of \$4,256,541 for FY 2007-08; \$4,113,920 for FY 2008-09; and \$3,967,879 for FY 2009-10, 100% offset by CDHS funds.

The County maximum obligation for the 13 tobacco control services amendments, with various community-based agencies is in the amount of \$1,300,000 for FY 2007-08, \$1,040,000 for FY 2008-09, and \$975,000 for FY 2009-10, 100% offset by CDHS funds.

The County maximum obligation for the media-based tobacco control and prevention services amendment with Ron Rogers & Associates for FY 2007-08 is in the amount of \$200,000 for FY 2007-08, \$145,000 for FY 2008-09 and \$100,000 for FY 2009-10, 100% offset by CDHS funds.

The remaining balance to support funding for tobacco control program salaries, employee benefits and a portion of Services and Supplies is in the amount of \$2,756,541 for 2007-08, \$2,928,920 for 2008-09 and \$2,892,879.000 for 2009-10. There are no net County costs associated with these amendments.

Funding is included in the FY 2007-08 Proposed Budget.

5. GEOGRAPHIC AREA TO BE SERVED:

Countywide.

6. ACCOUNTABLE FOR MONITORING AND EVALUATION:

Linda Aragon, M.P.H., Director,
Tobacco Control and Prevention Program

7. APPROVALS:

| | |
|--------------------------------------|---|
| Public Health Programs: | John F. Schunhoff, Ph.D., Chief Deputy Director |
| Contract Administration: | Gary T. Izumi, Division Chief |
| County Counsel (approval as to form) | Maya Lee, Deputy County Counsel |

Los Angeles County Chief Administrative Office
Grant Management Statement for Grants Exceeding \$100,000

Department: Public Health – Tobacco Control and Prevention Program

Grant Project Title and Description
Tobacco Control And Prevention Program

| | | |
|--|---|---------------------------|
| Funding Agency California Department of Health Services | Program (Fed. Grant #State Bill or Code #) Acceptance of Allocation Agreement (AOAA) | Grant Acceptance Deadline |
|--|---|---------------------------|

| | | |
|---|-----------------------|----------------------------|
| Total Amount of Grant Funding: \$12,338,340 | | County Match Requirements: |
| Grant Period: FY 2007-08 | Begin Date: 7/01/2007 | End Date: 06/30/2010 |
| Number of Personnel Hired Under this Grant: | Full Time | Part Time 0 |

Obligations Imposed on the County When the Grant Expires

- Will all personnel hired for this program be informed this is a grant funded program? Yes ☒ No ☐
- Will all personnel hired for this program be placed on temporary "N" items? Yes ☒ No ☐
- Is the County obligated to continue this program after the grant expires Yes ☐ No ☒ --
- If the County is not obligated to continue this program after the grant expires, the Department will:
- a). Absorb the program cost without reducing other services Yes ☐ No ☒
- b). Identify other revenue sources Yes ☐ No ☒
- (Describe)
- c). Eliminate or reduce, as appropriate, positions/program costs funded by this grant Yes ☒ No ☐

Impact of additional personnel on existing space: None

Other requirements not mentioned above: None

Department Head Signature



Date

6-7-07

ROPOSED ALLOCATION OF FUNDS BY AGENCY, SUPERVISORIAL DISTRICT AND SERVICE PLANNING AREA

| Agency | Category | District 1 | District 2 | District 3 | District 4 | District 5 | City | SPA | Total Funding 07/01/07 - 06/30/08 |
|--------------------------------------|----------|------------|------------|------------|------------|------------|-------------------------|-----|-----------------------------------|
| Asian American Drug Abuse Program | 1 | | | | \$100,000 | | Cerritos & Artesia | 7 | \$100,000 |
| Asian Youth Center | 2 | \$100,000 | | | | | Baldwin Park | 3 | \$100,000 |
| Dakota Communications | 1 | | \$100,000 | | | | Inglewood & Hawthorne | 8 | \$100,000 |
| Day One, Inc. | 1 | | | | | \$100,000 | Sierra Madre & Pasadena | 3 | \$100,000 |
| FAME Health Corporation | 3 | | \$100,000 | | | | West Hollywood | 5 | \$100,000 |
| Girls Club of Los Angeles | 2 | \$20,000 | \$20,000 | \$20,000 | \$20,000 | \$20,000 | Los Angeles County | All | \$100,000 |
| Glendale Adventist Medical Center | 1 | | | | | \$100,000 | Glendale | 2 | \$100,000 |
| National Council on Alcohol & Drug | 2 | | | | \$100,000 | | Redondo Beach | 8 | \$100,000 |
| Office of Samoan Affairs | 1 | | | | \$100,000 | | Carson & Compton | 8,6 | \$100,000 |
| Pueblo Y Salud | 1 | | | | | \$100,000 | Lancaster | 1 | \$100,000 |
| The Rogers Group | 4 | \$40,000 | \$40,000 | \$40,000 | \$40,000 | \$40,000 | Los Angeles County | All | \$200,000 |
| S.A.F.E. | 3 | | | \$100,000 | | | Santa Monica | 5 | \$100,000 |
| Search to Involve Pilipino Americans | 1 | \$20,000 | \$20,000 | \$20,000 | \$20,000 | \$20,000 | Los Angeles County | All | \$100,000 |
| Valley Community Clinic | 1 | | | | | \$100,000 | Burbank | 2 | \$100,000 |
| | | | | | | | | | \$1,500,000 |

Category 1: Community-based tobacco control and prevention services to reduce youth access to tobacco products.

Category 2: Community-based tobacco control and prevention services to reduce exposure to environmental tobacco smoke in outdoor areas..

Category 3: Community-based tobacco control and prevention services to reduce exposure to environmental tobacco smoke in new multi-unit housing developments.

Category 4: Media-based tobacco control and prevention services to provide Countywide counter-marketing services to CBOs and TCPP.

PROPOSED ALLOCATION OF FUNDS BY AGENCY, SUPERVISORIAL DISTRICT AND SERVICE PLANNING AREA

PROPOSED FUNDING ALLOCATION BY SERVICE PLANNING AREA

| SERVICE PLANNING AREA | FUNDING |
|-----------------------|------------------|
| 1 | 150,000 |
| 2 | 250,000 |
| 3 | 250,000 |
| 4 | 50,000 |
| 5 | 250,000 |
| 6 | 100,000 |
| 7 | 150,000 |
| 8 | 300,000 |
| TOTAL | 1,500,000 |

| ALL AGREEMENTS | |
|--|--|
| <u>Financial Information:</u> Period: 07/01/07-06/30/08 Maximum Total Obligation: \$1,500,000 Net County Costs: \$ -0- | |
| <u>Accountable for Program Monitoring:</u> Linda Aragon M.P.H., Director, Tobacco Control and Prevention Program | |
| <u>Approvals:</u> Public Health: John F. Schunhoff, Chief of Operations Contracts and Grants Division: Gary T. Izumi, Chief County Counsel (approval as to form): Maya Lee, Deputy County Counsel | |

Attachment D

Operating Plan for Fiscal Year 2007- 2008

| Qty | Position | Employee Encumbered | FY Salary 07-08 for each item | Full Year Estimates Based on GER | |
|--|--|------------------------|----------------------------------|-------------------------------------|-------------------------|
| 0 | Administrative Assistant II | | \$ 56,300.60 | \$ - | |
| 3 | Administrative Assistant III | Esther, Martha | \$ 62,753.96 | \$ 188,262 | |
| 2 | Assistant Staff Analyst | Luz, Maria | \$ 74,756.06 | \$ 149,512 | |
| 1 | Chief Epidemiologist (Epi) | Mark | \$ 89,931.47 | \$ 89,931 | |
| 2 | Contract Program Auditor | Deb, Loretta | \$ 68,072.36 | \$ 136,145 | |
| 1 | Info Systems Analyst I | X | \$ 65,606.05 | \$ 65,606 | |
| 1 | Info Systems Analyst II | Johan | \$ 70,453.40 | \$ 70,453 | |
| 0 | Epidemiology Analyst | X | \$ 55,885.12 | \$ - | |
| 1 | Intermediate Typist Clerk | Patricia Pineda | \$ 34,725.01 | \$ 34,725 | |
| 2 | Research Analyst II | Houda, X | \$ 58,707.74 | \$ 117,415 | |
| 2 | Research Analyst III | Rose, X | \$ 71,156.03 | \$ 142,312 | |
| 1 | Secretary IV | Lai | \$ 46,378.79 | \$ 46,379 | |
| 2 | Sr. Health Educator | Lynnette, Donna | \$ 62,599.53 | \$ 125,199 | |
| 1 | Sr. Staff Analyst, Health | Linda Aragon | \$ 95,577.59 | \$ 95,578 | |
| 1 | Staff Analyst | Monty | \$ 83,317.06 | \$ 83,317 | |
| 2 | Sr. Typist Clerk | Kareen, Jeanette | \$ 39,110.57 | \$ 78,221 | |
| 22 | Total Salaries | | | \$ 1,423,056 | |
| | Employee Benefits @.50 | | | \$ 711,528 | |
| | Subtotal Salaries | | | \$ 2,134,584 | |
| 2 | Bilingual bonus | | \$ 1,200.00 | \$ 2,400 | |
| 3 | Student Professional Workers (10.71 X 90hrs/mo each) | Jacaira, Naomie, X | \$ 11,566.80 | \$ 34,700 | |
| 25 | TOTAL PERSONNEL | | | \$ 2,171,684 | 51% of total allocation |
| OPERTAING EXPENSES | | | | | |
| | TCS Communications Network (PARTNERS) | | | \$ - | |
| | Space Lease | | | \$ 199,000 | |
| | General Expenses | | | \$ 19,804 | |
| | Communications | | | \$ 7,500 | |
| | Travel & Training | | | \$ 9,500 | |
| | TOTAL OPERATING EXPENSES | | | \$ 235,804 | |
| OTHER COSTS | | | | | |
| | Mileage | | | \$ 6,000 | |
| | Educational Materials | | | \$ 3,000 | |
| | Incentives | | | \$ 1,000 | |
| | Promotional Items | | | \$ 1,300 | |
| | TOTAL OTHER COSTS | | | \$ 11,300 | |
| EQUIPMENT | | | | | |
| | Equipment | | | \$ 12,000 | |
| | TOTAL EQUIPMENT COSTS | | | \$ 12,000 | |
| CONTRACTS | | | | | |
| 13 | Contracts | | 100,000 | \$ 1,300,000 | |
| 1 | Media | | 200000 | \$ 200,000 | |
| | TOTAL CONTRACTS | | | \$ 1,500,000 | |
| INDIRECT COSTS (@15% of total personnel) | | | | \$ 325,753 | |
| TOTAL PROGRAM COSTS | | | | \$ 4,256,541 | |
| GRANT ALLOCATION | | | | \$ 4,256,541 | |
| UNALLOCATED | | | | \$ 0 | |

OPERATING PLAN
2007 THRU 2010

Operating Plan for Fiscal Year 2008- 2009

| Qty | Position | Employee Encumbered | FY Salary 08-09 for each item | Full Year Estimates | |
|---------------------------|---|------------------------|----------------------------------|---------------------|-------------------------|
| 0 | Administrative Assistant II | | \$ 59,439.36 | \$ - | |
| 3 | Administrative Assistant III | Esther, Martha | \$ 66,252.50 | \$ 198,757 | |
| 2 | Assistant Staff Analyst | Luz, Maria | \$ 78,923.71 | \$ 157,847 | |
| 1 | Chief Epidemiologist (Epi) | Mark | \$ 94,945.15 | \$ 94,945 | |
| 2 | Contract Program Auditor | Deb, Loretta | \$ 71,867.39 | \$ 143,735 | |
| 1 | Info Systems Analyst I | X | \$ 69,263.58 | \$ 69,264 | |
| 1 | Info Systems Analyst II | Johan | \$ 74,381.18 | \$ 74,381 | |
| 0 | Epidemiology Analyst | X | \$ 59,000.71 | \$ - | |
| 1 | Intermediate Typist Clerk | Patricia Pineda | \$ 36,660.93 | \$ 36,661 | |
| 2 | Research Analyst II | Houda, X | \$ 61,980.69 | \$ 123,961 | |
| 2 | Research Analyst III | Rose, X | \$ 75,122.98 | \$ 150,246 | |
| 1 | Secretary IV | Lai | \$ 48,964.41 | \$ 48,964 | |
| 2 | Sr. Health Educator | Lynnette, Donna | \$ 66,089.45 | \$ 132,179 | |
| 1 | Sr. Staff Analyst, Health | Linda Aragon | \$ 100,906.04 | \$ 100,906 | |
| 1 | Staff Analyst | Monty | \$ 87,961.98 | \$ 87,962 | |
| 2 | Sr. Typist Clerk | Kareen, Jeanette | \$ 41,290.98 | \$ 82,582 | |
| 22 | Total Salaries | | | \$ 1,502,391 | |
| | Employee Benefits @.51 | | | \$ 766,220 | |
| | | | | \$ 2,268,611 | |
| 2 | Bilingual bonus | | \$ 1,200.00 | \$ 2,400 | |
| 3 | Student Professional Workers (10.71 @ 120/140hrs) | Jacaira, Naomie, X | \$ 17,992.80 | \$ 53,978 | |
| | TOTAL PERSONNEL | | | \$ 2,324,989 | 57% of total allocation |
| OPERATING EXPENSES | | | | | |
| | TCS Communications Network (PARTNERS) | | | \$ - | |
| | Space Lease | | | \$ 202,980 | |
| | General Expenses | | | \$ 15,000 | |
| | Communications | | | \$ 7,500 | |
| | Travel & Training | | | \$ 5,750 | |
| | TOTAL OPERATING EXPENSES | | | \$ 231,230 | |
| OTHER COSTS | | | | | |
| | Mileage | | | \$ 5,753 | |
| | Educational Materials | | | \$ 2,000 | |
| | Promotional Items | | | \$ 1,200 | |
| | Incentives | | | \$ - | |
| | TOTAL OTHER COSTS | | | \$ 8,953 | |
| EQUIPMENT | | | | | |
| | Equipment | | | \$ 10,000 | |
| | TOTAL EQUIPMENT COSTS | | | \$ 10,000 | |
| CONTRACTS | | | | | |
| 13 | Contracts | \$ 80,000.00 | | \$ 1,040,000 | |
| 1 | Consultant | \$ 5,000.00 | | \$ 5,000 | |
| 1 | Media | \$ 145,000.00 | | \$ 145,000 | |
| | TOTAL CONTRACTS | | | \$ 1,190,000 | |
| | INDIRECT COST (@15% of total personnel) | | | \$ 348,748 | |
| | TOTAL PROGRAM COSTS | | | \$ 4,113,920 | |
| | GRANT ALLOCATION | | | \$ 4,113,920 | |
| | UNALLOCATED | | | \$ (0) | |

OPERATING PLAN
2007 THRU 2010

Operating Plan for Fiscal Year 2009- 2010

| Qty | Position | Employee Encumbered | FY Salary 09-10 for each item | Full Year Estimates |
|--|---------------------------------------|-------------------------|----------------------------------|---|
| 0 | Administrative Assistant II | | \$ 60,317.77 | \$0.00 |
| 3 | Administrative Assistant III | Esther, Martha | \$ 67,231.60 | \$201,694.79 |
| 2 | Assistant Staff Analyst | Luz, Maria | \$ 80,090.07 | \$160,180.15 |
| 1 | Chief Epidemiologist (Epi) | Mark | \$ 96,348.28 | \$96,348.28 |
| 2 | Contract Program Auditor | Deb, Loretta | \$ 72,929.47 | \$145,858.95 |
| 1 | Info Systems Analyst I | X | \$ 70,287.18 | \$70,287.18 |
| 1 | Info Systems Analyst II | Johan | \$ 75,480.41 | \$75,480.41 |
| 0 | Epidemiology Analyst | X | \$ 59,872.64 | \$0.00 |
| 1 | Intermediate Typist Clerk | Patricia Pineda | \$ 37,202.72 | \$37,202.72 |
| 2 | Research Analyst II | Houda, X | \$ 62,896.66 | \$125,793.33 |
| 2 | Research Analyst III | Rose, X | \$ 76,233.17 | \$152,466.35 |
| 1 | Secretary IV | Lai | \$ 49,688.02 | \$49,688.02 |
| 2 | Sr. Health Educator | Lynnette, Donna | \$ 67,066.15 | \$134,132.29 |
| 1 | Sr. Staff Analyst, Health | Linda Aragon | \$ 102,397.26 | \$102,397.26 |
| 1 | Staff Analyst | Monty | \$ 89,261.92 | \$89,261.92 |
| 2 | Sr. Typist Clerk | Kareen, Jeanette | \$ 41,901.19 | \$83,802.39 |
| 22 | Total Salaries | | | \$1,524,594.03 |
| | Employee Benefits @.51 | | | \$777,542.96 |
| | Subtotal Salaries | | | \$2,302,136.99 |
| 2 | Bilingual bonus | | | \$2,400.00 |
| 0 | Student Professional Workers | \$10.05 @120hrs/mo each | \$ 14,500.00 | \$0.00 |
| | TOTAL PERSONNEL | | | \$2,304,536.99 58% of total allocation |
| OPERATING EXPENSES | | | | |
| | TCS Communications Network (PARTNERS) | | | \$0.00 |
| | Space Lease | | | \$207,039.60 |
| | General Expenses | | | \$9,121.86 |
| | Communications | | | \$7,500.00 |
| | Travel & Training | | | \$8,000.00 |
| | TOTAL OPERATING EXPENSES | | | \$231,661.46 |
| OTHER COSTS | | | | |
| | Mileage | | | \$5,000.00 |
| | Educational Materials | | | \$0.00 |
| | Promotional Items | | | \$0.00 |
| | TOTAL OTHER COSTS | | | \$5,000.00 |
| EQUIPMENT | | | | |
| | Equipment | | | \$6,000.00 |
| | TOTAL EQUIPMENT COSTS | | | \$6,000.00 |
| CONTRACTS | | | | |
| 13 | Contracts | 75,000.00 | | \$975,000.00 |
| 1 | Media | 100,000.00 | | \$100,000.00 |
| | TOTAL CONTRACTS | | | \$1,075,000.00 |
| INDIRECT COSTS (@ 15% of total personnel) | | | | \$345,680.55 |
| | TOTAL PROGRAM COSTS | | | \$3,967,879.00 |
| | GRANT ALLOCATION | | | \$3,967,879.00 |
| | UNALLOCATED | | | \$0.00 |



SANDRA SHEWRY
Director

State of California—Health and Human Services Agency
Department of Health Services



ARNOLD SCHWARZENEGGER
Governor

May 2, 2007

Linda Aragon, M.P.H.
Department of Health Services, Public Health
Tobacco Control and Prevention Program
3530 Wilshire Blvd., Ste. 800
Los Angeles, CA 90010

SUBJECT: LETTER OF INTENT TO FUND FOR THE 2007-2010 COMPREHENSIVE
TOBACCO CONTROL PLAN (CTCP)

This is to advise you that the California Department of Health Services Tobacco Control Section (CDHS/TCS) intends to allocate to the Los Angeles County Tobacco Control and Prevention Program an estimated amount of \$12,338,340 for the 2007-2010 Grant Period (\$4,256,541 in FY 07/08, \$4,113,920 in FY 08/09, and \$3,967,879 in FY 09/10).

The estimated allocation is based on revenue projections that reflect an anticipated decrease in revenue due to the decline in cigarette consumption. This amount may be revised based on the Governor's Budget Highlights in January or May Revision of each year.

The Local Lead Agency has submitted a new Comprehensive Tobacco Control Plan (CTCP) for the period of July 1, 2007 through June 30, 2010 which is currently in the peer review process.

CDHS/TCS will notify you regarding any subsequent changes to the allocations made by the Legislature or Courts and request plan revisions.

If you have any questions or need additional information, please call me at (916) 449-5507, or email at rhendric@dhs.ca.gov.

Sincerely,

Roxanne Hendrickson

Roxanne Hendrickson
Contract Manager
Administrative & Contract Support Unit
Tobacco Control Section

Contract No. _____

TOBACCO CONTROL AND PREVENTION SERVICES AGREEMENT

Amendment No. 1

THIS AMENDMENT is made and entered into this _____ day
of _____, 2007,

by and between

COUNTY OF LOS ANGELES (hereafter
"County"),

and

(hereafter "Contractor").

WHEREAS, reference is made to that certain document entitled "TOBACCO
CONTROL AND PREVENTION SERVICES", dated July 1, 2005, and further identified
as County Agreement No. _____, and any Amendments thereto (all
hereafter referred to as "Agreement"); and

WHEREAS, it is the intent of the parties hereto to amend Agreement to extend
the term and provide other changes set forth herein; and

WHEREAS, said Agreement provides that changes may be made in the form of
a written Amendment which is formally approved and executed by the parties.

NOW, THEREFORE, the parties agree as follows:

1. This Amendment shall be effective on July 1, 2007.
2. Paragraph 1, TERM, shall be amended to read as follows:

"1. TERM: The term of this Agreement shall be effective on July 1, 2007 and continue unless sooner terminated or cancelled, in full force and effect, to and including June 30, 2008, with two (one) year automatic renewals through 2010, contingent upon availability and approval of California Department of Health Services (CDHS) funding and the County's progress in meeting the contractual obligations for tobacco control and prevention services with the CDHS Tobacco Control Sections

In any event, this Agreement may be canceled or terminated at any time by either party, with or without cause, upon the giving of at least thirty (30) calendar days' prior written notice to the other. Further, County may also suspend the performance of services hereunder, in whole or in part, upon the giving of at least thirty (30) calendar days' advance written notice to Contractor. County's notice shall set forth the extent of the suspension and the requirements for full restoration of the performance obligations.

Notwithstanding any other provision of this Agreement, the failure of Contractor or its officers, agents, or employees to comply with the terms of this Agreement or any written directives by or on behalf of County issued pursuant hereto shall constitute a material breach hereto and this Agreement may be terminated by County immediately. County's failure to exercise this right of termination shall not constitute a waiver of such right, which may be exercised at any subsequent time."

3. Paragraph 2, DESCRIPTION OF SERVICES, shall be revised to add Subparagraphs C, D, and E as follows:

"2. DESCRIPTION OF SERVICES:

C. Effective July 1, 2007 through June 30, 2008, Contractor shall provide tobacco control and prevention services in the manner described in Attachment III, Scope of Work, attached hereto and incorporated herein by reference.

D. Effective July 1, 2008 through June 30, 2009, Contractor shall provide tobacco control and prevention services in the manner described in Attachment IV, Scope of Work, attached hereto and incorporated herein by reference.

E. Effective July 1, 2009 through June 30, 2010, Contractor shall provide tobacco control and prevention services in the manner described in Attachment V, Scope of Work, attached hereto and incorporated herein by reference.

In addition, all services provided herein during the term of this Agreement shall be in the manner and form described herein and in the following documents, all of which are attached hereto and incorporated herein by reference:

Exhibit A - Description of Service

(1) Exhibit B - State of California Department of Health Services
Additional provisions.

(2) Exhibit C - Education Materials Standards

(3) Exhibit D - Guidelines on Use of Incentives

4. Paragraph 5, MAXIMUM OBLIGATION OF COUNTY, shall be revised to re-designate Subparagraph C as Subparagraph G and add a new Subparagraph C and Subparagraphs D and E.

"C. During the period of July 1, 2007 through June 30, 2008, the maximum obligation of County for all services provided hereunder shall not exceed One Hundred Thousand Dollars (\$100,000). Contractor shall use such funds only to for services as set forth in Schedule 3, attached hereto and incorporated herein by reference, and only to the extent that such funds are reimbursable to County from the State."

D. During the period of July 1, 2008 through June 30, 2009, the maximum obligation of County for all services provided hereunder shall not exceed Eighty Thousand (\$80,000). Contractor shall use such funds only to pay for services set forth in Schedule 4, attached hereto and incorporated herein by reference, and only to the extent that such funds are reimbursable to County from the State.

E. During the period of July 1, 2009 through June 30, 2010, the maximum obligation of County for all services provided hereunder shall not exceed Seventy Five Thousand (\$75,000). Contractor shall use such funds only to pay for services set forth in Schedule 5, attached hereto and incorporated herein by reference, and only to the extent that such funds are reimbursable to County from the State.

G. In no event shall County be required to pay Contractor more than the maximum obligation of County as set forth in this Paragraph”

4. Paragraph 15, PROHIBITION AGAINST ASSIGNMENT AND DELEGATION PROVISIONS, shall be revised as follows:

“15. ASSIGNMENT AND DELEGATION,

A. Contractor shall not assign its rights or delegate its duties under this Agreement, or both, whether in whole or in part, without prior written consent of County (as determined by County at its sole discretion), and any attempted assignment or delegation without such consent shall be null and void. For purposes of this Paragraph, such County consent shall require a written amendment to this Agreement which is formally approved and executed by the parties. Any payments by County to any approved assignee or delegatee on any claim under this Agreement shall be deductible at County’s sole discretion against the claims which Contractor may have against County.

B. Shareholders or partners, or both, of Contractor (or other equity holders of Contractor), may assign, divest, exchange, sell, or otherwise transfer any interest they may have therein. However, in the event any such assignment, divestment, exchange, sale, or other transfer, is effected in such away as to give majority control of Contractor to any person(s), corporation, partnership, or legal entity other than the majority controlling interest therein at the time of execution of this Agreement, then prior written consent of County's Board of Supervisors shall be required. Any payments by County to Contractor on any claim under this Agreement shall not waive or constitute such County consent. Consent to any such assignment, divestment, exchange, sale, or other transfer shall be refused only if County, in its sole judgment, determines that the assignee(s), buyer(s), transferee(s), or other controlling interest party, is (are) lacking the capability, experience, or financial ability to perform all services and other work required under this Agreement. This in no way limits any County right found elsewhere in this Agreement, including, but not limited to, any right to terminate this Agreement.

C. If any assumption, assignment, delegation, or takeover of any of Contractor's duties, responsibilities, obligations, or performance of same by any entity other than Contractor, whether through assignment, buyout, delegation, merger, subcontract, or any other mechanism, with or without

consideration for any reason whatsoever without County's express prior written approval, shall be a material breach of this Agreement which may result in the termination of this Agreement. In the event of such termination, County shall be entitled to pursue the same remedies against Contractor as it could pursue in the event of default by Contractor."

6. Paragraph 8, FUNDING/SERVICES ADJUSTMENTS AND REALLOCATION, shall be revised as follows:

"8. FUNDING/SERVICES ADJUSTMENTS AND REALLOCATION:

A. If sufficient monies are available from federal, State, or County funding sources, and upon Director's or his authorized designee's specific written approval, County may require additional services and pass on to Contractor an increase to the applicable County maximum obligation as payment for such services, as determined by County. For the purposes of this provision, Director's authorized designee shall be the Chief Deputy Director, Administrative and Financial Services or the Director of TCPP. If monies are reduced by federal, State, or County funding source, County may also decrease the applicable County maximum obligation as determined by County. Such funding changes will not be retroactive, but will apply to future services following the provision of written notice from Director to Contractor. If such increase or decrease does not exceed twenty-five percent (25%) of the applicable County maximum obligation, Director may

approve such funding changes. Director shall provide prior written notice of such funding changes to Contractor and to County's Chief Administrative Officer. If the increase or decrease exceeds twenty-five percent (25%) of the applicable County maximum obligation, approval by the County's Board of Supervisors shall be required. Any such change in any County maximum obligation shall be effected by an amendment to this Agreement pursuant to the ALTERATION OF TERMS Paragraph of this Agreement.

B. County and Contractor shall review Contractor's expenditures and commitments to utilize any funds, which are specified in this Agreement for the services hereunder and which are subject to time limitations as determined by Director, midway through the applicable time limitation period for such funds if such period is less than a County fiscal year, and/or any other time or times during each County fiscal year as determined by Director. At least fifteen (15) calendar days prior to each such review, Contractor shall provide Director with a current update of all of Contractor's expenditures and commitments of such funds during such County fiscal year or other applicable time period.

If County determines from reviewing Contractor's records of service delivery and billings to County, that a significant underutilization of funds provided under this Agreement will occur over its term, the Director or County's Board of Supervisors may either move such funds to an Exhibit,

Attachment, Schedule, and/or budget or measurable objective category in this Agreement where such funds can be more effectively used by Contractor, or reduce the applicable County maximum obligation for services provided hereunder and reallocate such funds to other providers.

Director may reallocate a maximum of twenty-five percent (25%) of the applicable County maximum obligation or One Hundred Thousand Dollars (\$100,000), whichever is greater. Director shall provide written notice of such reallocation to Contractor and to County's Chief Administrative Officer. Reallocation of funds in excess of the aforementioned amounts shall be approved by County's Board of Supervisors. Any change in any County maximum obligation shall be effected by an amendment to this Agreement pursuant to the ALTERATION OF TERMS Paragraph of this Agreement

7. Effective July 1, 2007, Attachments III, IV, and V shall be added to Agreement.

8. Effective July 1, 2007, Schedules 3, 4 and 5 shall be added to Agreement..

9. Except for the changes set forth hereinabove, Agreement shall not be changed in any respect by this Amendment.

IN WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Amendment to be subscribed by its Director of Public Health

and Contractor has caused this Amendment to be subscribed in its behalf by its duly authorized officer, the day, month, and year first above written.

COUNTY OF LOS ANGELES

By _____
Jonathan E. Fielding, M.D. MPH
Director and Health Officer

Contractor

By _____
Signature

Printed Name

Title _____
(AFFIX CORPORATE SEAL)

APPROVED AS TO FORM
BY THE OFFICE OF THE COUNTY COUNSEL
RAYMOND G. FORTNER
County Counsel

APPROVED AS TO CONTRACT
ADMINISTRATION:

Department of Public Health

By _____
Gary T. Izumi, Chief
Contracts and Grants

lm:5/18/07
PN00158

SCHEDULE 3

July 1, 2007 Through June 30, 2008

CATEGORY 1

BUDGET REVISION EFFECTIVE June 19, 2007

| | 7/1/07-6/30/08 PROP 99 Reimbursement Amount |
|---|--|
| I. UNIT COST (12 Objective totaling 892 units of Services) | \$100,000.00 |
| II. UNALLOCATED | 0.00 |
| III. ADMINISTRATIVE FEE (5%) | 0.00 |
| IV. TOTAL BUDGET | \$100,000.00 |

SCHEDULE 4

July 1, 2008 Through June 30, 2009

CATEGORY 1

| | 7/1/08-6/30/09 PROP 99 Reimbursement Amount |
|--|--|
| I. UNIT COST (8 Objective totaling 696 Units of Services) | \$80,000.00 |
| II. UNALLOCATED | 0.00 |
| III. ADMINISTRATIVE FEE (5%) | 0.00 |
| IV. TOTAL BUDGET | \$80,000.00 |

SCHEDULE 5

July 1, 2009 Through June 30, 2010

CATEGORY 1

| | 7/1/09-6/30/10 PROP 99 Reimbursement Amount |
|---|--|
| I. UNIT COST (8 Objectives totaling 638 Units of Services) | \$75,000.00 |
| II. UNALLOCATED | 0.00 |
| III. ADMINISTRATIVE FEE (5%) | 0.00 |
| IV. TOTAL BUDGET | \$75,000.00 |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK

Date of Board Approval through June 30, 2008

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (7)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|--|--|--|
| TOBACCO OUTREACH #1 | | | |
| 1. Conduct 683 one-on-one outreach and advocacy, including surveys, outside of agency in targeted areas. Attending TCPP-mandated meetings or other meetings necessary to advocate for policy goals. | <p>1.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.</p> <p>1.2 Identify potential locations for outreach, including housing complexes, beach and piers, and sites frequented by 18 to 24 year-olds.</p> <p>1.3 Work with DPH to minimize duplication of services with other subcontractors.</p> <p>1.4 Develop a presentation outline for outreach to be conducted away from the agency.</p> <p>1.4a Prior to conducting activities, submit presentation outline to DPH for review and approval.</p> <p>1.5 Identify outreach and educational materials for distribution to the community.</p> <p>1.5a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval.</p> <p>1.6 Prepare list of tobacco cessation programs and hotline numbers for distribution during community outreach.</p> <p>1.7 Establish and maintain contact list of individuals and organizations that are potential collaborators on tobacco control issues and policies.</p> <p>1.8 Prepare monthly calendars, including locations, dates and times of activities.</p> <p>1.9 Conduct outreach and complete appropriate evaluation forms.</p> | <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Weeks 5-52</p> <p>Monthly</p> <p>Weeks 5-52</p> | <p>Approval letter and approved Midwest Academy Chart will be kept on file.</p> <p>List will be kept on file.</p> <p>List will be kept on file.</p> <p>Approval letter and approved outline will be kept on file.</p> <p>Approval letters and samples of approved materials will be kept on file.</p> <p>List will be kept on file.</p> <p>List will be kept on file.</p> <p>Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.</p> <p>Submit appropriate evaluation forms to DPH by the fifth working day of each month.</p> |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK

Date of Board Approval through June 30, 2008

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (7)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|--|---|---|---|
| TOBACCO OUTREACH #2 | | | |
| 2. Conduct 10 one-on-one outreach and advocacy at clinics or programs within the agency. | <p>2.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.</p> <p>2.2 Identify programs within the agency where activities will be conducted.</p> <p>2.3 Develop a presentation outline for outreach to be conducted on site.</p> <p>2.3a Prior to conducting activities, submit outline to DPH for review and approval.</p> <p>2.4 Identify outreach and educational materials for distribution to the community.</p> <p>2.4a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval.</p> <p>2.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during in-house activities.</p> <p>2.6 Prepare monthly calendars including locations, dates and times of activities.</p> <p>2.7 Establish and maintain list of individuals who are responsive to tobacco program activities.</p> <p>2.8 Conduct outreach activities within agency and complete appropriate evaluation forms.</p> | <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Monthly</p> <p>Weeks 5-52</p> <p>Weeks 5-52</p> | <p>Approval letter and approved Midwest Academy Chart will be kept on file.</p> <p>List will kept on file.</p> <p>Approval letter and approved outline will be kept on file.</p> <p>Approval letters and samples of approved materials will be kept on file.</p> <p>List will be kept on file.</p> <p>Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.</p> <p>List will be kept on file.</p> <p>Submit appropriate evaluation forms to DPH by the fifth working day of each month.</p> |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM

SCOPE OF WORK

Date of Board Approval through June 30, 2008

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (7)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|---|-----------------------|---|
| TOBACCO OUTREACH #3 3. Conduct 8 small events (29-75 participants) to advocate tobacco issues & available services. | 3.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 3.2 Identify agencies, organizations and individuals that are potential collaborators on tobacco control issues and policies. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 3.3 Identify or organize events for the purpose of conducting tobacco control outreach and education activities. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 3.4 Develop a presentation outline for small events. | Weeks 1-4 | |
| | 3.4a Prior to conducting activities, submit presentation outline to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline will be kept on file. |
| | 3.5 As appropriate, develop flyers, bulletins, and announcements promoting events. | Weeks 1-4 and ongoing | |
| | 3.5a Prior to distribution, submit flyers, bulletins and announcements to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letters and approved flyers, bulletins and announcements will be kept on file. |
| | 3.6 Identify outreach and educational materials for distribution to the community. | Weeks 1-4 and ongoing | |
| | 3.6a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letters and samples of approved outreach and educational materials will be kept on file. |
| | 3.7 Prepare list of tobacco cessation programs and hotline numbers for distribution during events. | Weeks 1-4 | List will be kept on file. |
| | 3.8 Prepare monthly calendars, including locations, dates and times of events. | Weeks 1 - 4 | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 3.9 Conduct small events and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
Date of Board Approval through June 30, 2008

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (7)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|---|-----------------------|---|
| TOBACCO OUTREACH #4 4. Conduct 8 large events (76 or more participants) to advocate tobacco control issues & available services. The event must be planned and organized by contractor and requires at least 30 days prior written approval from your contract manager. | 4.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 4.2 Identify agencies, organizations and individuals that are potential collaborators on tobacco control issues and policies. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 4.3 Identify or organize events for the purpose of conducting tobacco control outreach and education activities. | Weeks 1-4 and ongoing | List will be kept on file |
| | 4.4 Develop a presentation outline for large events. | Weeks 1-4 | |
| | 4.4a Prior to conducting activities, submit presentation outline to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letter and approved outline will be kept on file. |
| | 4.5 As appropriate, develop flyers, bulletins, and announcements promoting events. | Weeks 1-4 and ongoing | |
| | 4.5a Prior to distribution, submit flyers, bulletins and announcements to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letters and approved flyers, bulletins and announcements will be kept on file. |
| | 4.6 Identify outreach and educational materials for distribution to the community. | Weeks 1-4 and ongoing | |
| | 4.6a Prior to distribution of outreach and educational materials, submit samples to DPH for review approval. | Weeks 1-4 and ongoing | Approval letters and samples of approved outreach and educational materials will be kept on file. |
| | 4.7 Prepare list of tobacco cessation programs and hotline numbers for distribution during events. | Weeks 1-4 | List will be kept on file. |
| | 4.8 Prepare monthly calendars, including locations, dates and times of events. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 4.9 Conduct large events and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
Date of Board Approval through June 30, 2008

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (7)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|--|-----------------------|---|
| TOBACCO OUTREACH #5 5. Conduct 17 small (10-30 participants) group meeting in boys & girls clubs, community centers, housing projects, parks & recreation centers, religious organizations, or other local venues to increase mobilization in the communities and refer participants to appropriate services. Also, individual or small group contact with key decision-makers. | 5.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 5.2 Develop an outline for presentations about tobacco control topics and issues. | Week 1-4 | Approval letter and approved outline will be kept on file. |
| | 5.2a Prior to conducting activities, submit outline to DPH for review and approval. | Weeks 1-4 | List will be kept on file. |
| | 5.3 Contact community-based agencies and organizations to schedule presentations on tobacco control topics and issues. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 5.4 Identify and/or develop educational materials to be used during presentations. | Weeks 1-4 and ongoing | Approval letters and samples of approved educational materials will be kept on file. |
| | 5.4a Prior to distribution of educational materials, submit samples to DPH for review and approval. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 5.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during small group meetings. | Weeks 1-4 | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 5.6 Prepare monthly calendars, including locations, dates and times of presentations. | Monthly | Submit appropriate evaluation forms to DPH by the fifth working day of each month |
| | 5.7 Make presentations at small group meetings and complete appropriate evaluation forms. | Weeks 5-52 | |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM

SCOPE OF WORK

Date of Board Approval through June 30, 2008

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (7)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | | EVALUATION |
|--|--|-----------------------|---|
| TOBACCO OUTREACH #6 6. Conduct 17 large group meetings (more than 30 participants) in religious organizations, community centers, housing projects, or other local venues to increase awareness, mobilize support for policy goals and refer participants to services. | 6.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 6.2 Develop an outline for presentations about tobacco control topics and issues. | Weeks 1-4 | |
| | 6.2a Prior to conducting activities, submit outline to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline will be kept on file. |
| | 6.3 Contact community-based agencies and organizations to schedule presentations on tobacco control topics and issues. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 6.4 Identify and/or develop educational materials to be used during presentations. | Weeks 1-4 | Approval letters and samples of approved educational materials will be kept on file. |
| | 6.4a Prior to distribution of educational materials, submit samples to DPH for review and approval. | Weeks 1-4 | List will be kept on file. |
| | 6.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during large group meetings. | Weeks 1-4 | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 6.6 Prepare monthly calendars, including location sites, dates, and times of presentations. | Monthly | |
| | 6.7 Make presentations at large group meetings and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK

Date of Board Approval through June 30, 2008

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (7)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|--|-----------------------|---|
| TOBACCO PREVENTION #1 7. Conduct 5 single session group training of volunteer peer outreach workers (more than 10 participants). Minimum length of training: 3 hours. | 7.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 7.2 Develop a presentation outline, curriculum and pretest/posttest for training. | Weeks 1-4 | |
| | 7.2a Prior to conducting training, submit outline, curriculum and pretest/posttest to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline, curriculum and pretest/posttest will be kept on file. |
| | 7.3 Identify and recruit youth to be trained. | Weeks 1-12 | List will be kept on file. |
| | 7.4 Identify and/or develop educational materials to be used during training. | Weeks 1-4 | |
| | 7.4a Prior to training, submit samples of educational materials for to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letters and samples of approved educational materials will be kept on file. |
| | 7.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during training. | Weeks 1-4 | List will be kept on file. |
| | 7.6 Prepare monthly calendars, including location sites, dates and times of training sessions. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 7.7 Conduct training sessions and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM

SCOPE OF WORK

Date of Board Approval through June 30, 2008

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (7)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|-----------------------|--|-----------------------|---|
| TOBACCO PREVENTION #2 | 8.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 8.2 Identify opportunities for prevention presentations to children or teens. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 8.3 Develop an outline for prevention presentations. | Weeks 1-4 | |
| | 8.3a Prior to conducting prevention presentations, submit outline to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline will be kept on file. |
| | 8.4 Identify and/or develop educational materials to be used during prevention presentations. | Weeks 1-4 and ongoing | |
| | 8.4a Prior to distribution of educational materials, submit samples to DPH for approval. | Weeks 1-4 and ongoing | Approval letters and samples of approved educational materials will be kept on file. |
| | 8.5 Prepare list of tobacco cessation programs and hotline telephone numbers for dissemination at presentations. | Weeks 1-4 | List will be kept on file. |
| | 8.6 Prepare a monthly calendars, including location sites, dates and times of presentations. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 8.7 Conduct prevention presentations and submit appropriate evaluations. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK

Date of Board Approval through June 30, 2008

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (7)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|---|-----------------------|---|
| MERCHANT OUTREACH #1 9. Face to face outreach (initial and follow-up visits) to 30 merchants to advocate for tobacco issues, discuss current state or local regulations that pertain to the sale of tobacco to minors, the sale of single cigarettes, and tobacco advertising, and assess compliance with laws/regulations. | 9.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 9.2 Identify retail sites selling tobacco products (liquor stores, gas stations, convenience stores, etc.) to target for merchant outreach. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 9.3 Develop an outline for merchant outreach to retail sites selling tobacco products. | Weeks 1-4 | |
| | 9.3a Prior to conducting outreach, submit outline to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline will be kept on file. |
| | 9.4 Identify and/or develop outreach and educational materials to be used for merchant outreach. | Weeks 1-4 | |
| | 9.4a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval. | Weeks 1-4 | Approval letter and samples of approved materials will be kept on file. |
| | 9.5 Prepare list of tobacco cessation programs and hotline telephone numbers for dissemination at presentations. | Weeks 1-4 | List will be kept on file. |
| | 9.6 Prepare monthly calendars, including locations, dates, and times of merchant outreach. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 9.7 Observe at target facility to determine if they are in compliance with STAKE ACT. Refer to Merchant Outreach and Education Protocol for guidelines and required evaluations. Observe site to determine if facility is selling single cigarettes. Refer to single cigarettes section of the protocol for guidance. Meet with manager or supervisor of the facility to discuss the provisions of the STAKE ACT and/or single cigarette laws. Distribute DPH approved brochures and fact sheets as needed. If the site has a self service tobacco display, discuss the viability of removing such a display. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |
| 9.8 Make follow-up visits to determine compliance with STAKE ACT. | | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

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| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|--|-----------------------|---|
| MERCHANT HEALTH PROMOTION #1 10. Conduct 25 employee training and distribute tobacco brochures/educational materials/law to merchants, assist merchants to remove self-service displays or advertising, and/or provide employees with a list of available cessation programs and hotline numbers. | 10.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 10.2 During initial merchant outreach contact, identify merchants in need of information regarding regulations that pertain to smoking and the sale of tobacco. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 10.3 Develop a presentation outline for health promotion to merchants and their employees at retail sites selling tobacco products. | Weeks 1-4 | Approval letter and approved outline will be kept on file. |
| | 10.3a Prior to conducting merchant health promotion, submit outline to DPH for review and approval. | Weeks 1-4 | |
| | 10.4 Identify and/or develop educational materials to be used for merchant health promotion. | Weeks 1-4 | |
| | 10.4a Prior to distribution of educational materials, submit samples to DPH for review and approval. | Weeks 1-4 | Approval letter and samples of approved educational materials will be kept on file. |
| | 10.5 Prepare list of tobacco cessation programs and hotline telephone numbers for dissemination during merchant health promotion. | Weeks 1-4 | List will be kept on file. |
| | 10.6 Prepare monthly calendars, including locations, dates, and times of merchant outreach. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 10.7 Visit retail sites to provide merchants and employees with information regarding cessation programs, hotline telephone numbers, and how to protect themselves from ETS. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

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| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|---|--|--|
| BUSINESS OUTREACH #1 | | | |
| 11. Face to face outreach (initial and follow-up visits) to 30 business owners/managers with three (3) or more employees, to advocate for tobacco issues, discuss current state or local regulations that pertain to smoking in the workplace, and provide employees with a list of available cessation programs and hotline numbers. | <p>11.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.</p> <p>11.2 Identify businesses to target for outreach using DPH information and other databases.</p> <p>11.3 Develop a presentation outline for business outreach.</p> <p>11.3a Prior to conducting outreach, submit outline to DPH for review and approval.</p> <p>11.4 Identify and/or develop outreach and educational materials to be used for business outreach.</p> <p>11.4a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval.</p> <p>11.5 Prepare list of tobacco cessation programs and hotline telephone numbers for dissemination during business outreach.</p> <p>11.6 Prepare monthly calendars, including locations, dates, and times of merchant outreach.</p> <p>11.7 Visit targeted businesses and observe facilities to determine if they are in compliance with AB13. If they are not, meet with manager or supervisor of the facility to discuss the provisions of AB13. Distribute brochures and fact sheets as needed. Refer to Small Business Outreach Protocol for guidelines and required evaluation forms.</p> <p>11.8 Complete follow-up visits to ensure compliance with AB13.</p> | <p>Weeks 1-4</p> <p>Weeks 1-4</p> <p>Weeks 1-4</p> <p>Weeks 1-4</p> <p>Weeks 1-4</p> <p>Weeks 1-4</p> <p>Weeks 1-4</p> <p>Months</p> <p>Weeks 5-52</p> <p>Weeks 5-52</p> | <p>Approval letter and approved Midwest Academy Chart will be kept on file.</p> <p>List will be kept on file.</p> <p>Approval letter and approved outline will be kept on file.</p> <p>Approval letter and samples of approved educational and outreach materials will be kept on file.</p> <p>List will be kept on file.</p> <p>Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.</p> <p>Submit appropriate evaluation forms to DPH by the fifth working day of each month.</p> <p>Submit appropriate evaluation forms to DPH by the fifth working day of each month.</p> |

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| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|---|------------|---|
| BUSINESS HEALTH PROMOTION #1 12. Conduct 30 employee training, distribute self-help materials and other tobacco brochures/educational materials/laws in small businesses, and/or provide employees with a list of available cessation programs and hotline numbers. | 12.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 12.2 Work with DPH to identify businesses in need of information regarding smoke free workplace laws. | Weeks 1-4 | List will be kept on file. |
| | 12.3 Develop a presentation outline for business health promotion. | Weeks 1-4 | |
| | 12.3a Prior to conducting business health promotion, submit outline to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline will be kept on file. |
| | 12.4 Identify and/or develop educational materials appropriate for business health promotion. | Weeks 1-4 | |
| | 12.4a Prior to distribution of educational materials, submit to DPH for review and approval. | Weeks 1-4 | Approval letter and approved educational materials will be kept on file. |
| | 12.5 Prepare list of tobacco cessation programs and hotline telephone numbers for dissemination at businesses. | Weeks 1-4 | List will be kept on file. |
| | 12.6 Prepare monthly calendars, including locations, dates, and times of merchant outreach. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 12.7 Visit business sites to provide employees with information regarding the smoke free workplace law, tobacco cessation programs and hotline telephone numbers, and how to protect themselves from ETS. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2008 through June 30, 2009

AGENCY NAME:

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| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|--|---|--|
| TOBACCO OUTREACH #1 | | | |
| 1. Conduct 599 one-on-one outreach and advocacy, including surveys, outside of agency in targeted areas. Attending TCCP-mandated meetings or other meetings necessary to advocate for policy goals. | <p>1.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.</p> <p>1.2 Identify potential locations for outreach, including housing complexes, beach and piers, and sites frequented by 18 to 24 year-olds.</p> <p>1.3 Work with DPH to minimize duplication of services with other subcontractors.</p> <p>1.4 Develop a presentation outline for outreach to be conducted away from the agency.</p> <p>1.4a Prior to conducting activities, submit presentation outline to DPH for review and approval.</p> <p>1.5 Identify outreach and educational materials for distribution to the community.</p> <p>1.5a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval.</p> <p>1.6 Prepare list of tobacco cessation programs and hotline numbers for distribution during community outreach.</p> <p>1.7 Establish and maintain contact list of individuals and organizations that are potential collaborators on tobacco control issues and policies.</p> <p>1.8 Prepare monthly calendars, including locations, dates and times of activities.</p> <p>1.9 Conduct outreach and complete appropriate evaluation forms.</p> | <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Weeks 5-52</p> <p>Monthly</p> <p>Weeks 5-52</p> | <p>Approval letter and approved Midwest Academy Chart will be kept on file.</p> <p>List will be kept on file.</p> <p>Approval letter and approved outline will be kept on file.</p> <p>Approval letters and samples of approved materials will be kept on file.</p> <p>List will be kept on file.</p> <p>List will be kept on file.</p> <p>Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.</p> <p>Submit appropriate evaluation forms to DPH by the fifth working day of each month.</p> |

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|--|---|---|---|
| TOBACCO OUTREACH #2 | | | |
| 2. Conduct 12 one-on-one outreach and advocacy at clinics or programs within the agency. | <p>2.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.</p> <p>2.2 Identify programs within the agency where activities will be conducted.</p> <p>2.3 Develop a presentation outline for outreach to be conducted on site.</p> <p>2.3a Prior to conducting activities, submit outline to DPH for review and approval.</p> <p>2.4 Identify outreach and educational materials for distribution to the community.</p> <p>2.4a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval.</p> <p>2.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during in-house activities.</p> <p>2.6 Prepare monthly calendars including locations, dates and times of activities.</p> <p>2.7 Establish and maintain list of individuals who are responsive to tobacco program activities.</p> <p>2.8 Conduct outreach activities within agency and complete appropriate evaluation forms.</p> | <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Monthly</p> <p>Weeks 5-52</p> <p>Weeks 5-52</p> | <p>Approval letter and approved Midwest Academy Chart will be kept on file.</p> <p>List will kept on file.</p> <p>Approval letter and approved outline will be kept on file.</p> <p>Approval letters and samples of approved materials will be kept on file.</p> <p>List will be kept on file.</p> <p>Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.</p> <p>List will be kept on file.</p> <p>Submit appropriate evaluation forms to DPH by the fifth working day of each month.</p> |

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| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|---|-----------------------|------------|
| TOBACCO OUTREACH #3 3. Conduct 8 small events (29-75 participants) to advocate tobacco issues & available services. | 3.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | |
| | 3.2 Identify agencies, organizations and individuals that are potential collaborators on tobacco control issues and policies. | Weeks 1-4 and ongoing | |
| | 3.3 Identify or organize events for the purpose of conducting tobacco control outreach and education activities. | Weeks 1-4 and ongoing | |
| | 3.4 Develop a presentation outline for small events. | Weeks 1-4 | |
| | 3.4a Prior to conducting activities, submit presentation outline to DPH for review and approval. | Weeks 1-4 | |
| | 3.5 As appropriate, develop flyers, bulletins, and announcements promoting events. | Weeks 1-4 and ongoing | |
| | 3.5a Prior to distribution, submit flyers, bulletins and announcements to DPH for review and approval. | Weeks 1-4 and ongoing | |
| | 3.6 Identify outreach and educational materials for distribution to the community. | Weeks 1-4 and ongoing | |
| | 3.6a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval. | Weeks 1-4 and ongoing | |
| | 3.7 Prepare list of tobacco cessation programs and hotline numbers for distribution during events. | Weeks 1-4 | |
| | 3.8 Prepare monthly calendars, including locations, dates and times of events. | Weeks 1 - 4 | |
| | 3.9 Conduct small events and complete appropriate evaluation forms. | Weeks 5-52 | |

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| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|---|-----------------------|---|
| TOBACCO OUTREACH #4 4. Conduct 8 large events (76 or more participants) to advocate tobacco control issues & available services. The event must be planned and organized by contractor and requires at least 30 days prior written approval from your contract manager. | 4.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 4.2 Identify agencies, organizations and individuals that are potential collaborators on tobacco control issues and policies. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 4.3 Identify or organize events for the purpose of conducting tobacco control outreach and education activities. | Weeks 1-4 and ongoing | List will be kept on file |
| | 4.4 Develop a presentation outline for large events. | Weeks 1-4 | |
| | 4.4a Prior to conducting activities, submit presentation outline to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letter and approved outline will be kept on file. |
| | 4.5 As appropriate, develop flyers, bulletins, and announcements promoting events. | Weeks 1-4 and ongoing | |
| | 4.5a Prior to distribution, submit flyers, bulletins and announcements to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letters and approved flyers, bulletins and announcements will be kept on file. |
| | 4.6 Identify outreach and educational materials for distribution to the community. | Weeks 1-4 and ongoing | |
| | 4.6a Prior to distribution of outreach and educational materials, submit samples to DPH for review approval. | Weeks 1-4 and ongoing | Approval letters and samples of approved outreach and educational materials will be kept on file. |
| | 4.7 Prepare list of tobacco cessation programs and hotline numbers for distribution during events. | Weeks 1-4 | List will be kept on file. |
| | 4.8 Prepare monthly calendars, including locations, dates and times of events. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 4.9 Conduct large events and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

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| TOBACCO OUTREACH #5 5. Conduct 17 small (10-30 participants) group meeting in boys & girls clubs, community centers, housing projects, parks & recreation centers, religious organizations, or other local venues to increase mobilization in the communities and refer participants to appropriate services. Also, individual or small group contact with key decision-makers. | 5.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 5.2 Develop an outline for presentations about tobacco control topics and issues. | Week 1-4 | Approval letter and approved outline will be kept on file. |
| | 5.2a Prior to conducting activities, submit outline to DPH for review and approval. | Weeks 1-4 | |
| | 5.3 Contact community-based agencies and organizations to schedule presentations on tobacco control topics and issues. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 5.4 Identify and/or develop educational materials to be used during presentations. | Weeks 1-4 and ongoing | Approval letters and samples of approved educational materials will be kept on file. |
| | 5.4a Prior to distribution of educational materials, submit samples to DPH for review and approval. | Weeks 1-4 and ongoing | |
| | 5.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during small group meetings. | Weeks 1-4 | List will be kept on file. |
| | 5.6 Prepare monthly calendars, including locations, dates and times of presentations. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 5.7 Make presentations at small group meetings and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

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| TOBACCO OUTREACH #6 6. Conduct 17 large group meetings (more than 30 participants) in religious organizations, community centers, housing projects, or other local venues to increase awareness, mobilize support for policy goals and refer participants to services. | 6.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 6.2 Develop an outline for presentations about tobacco control topics and issues. | Weeks 1-4 | |
| | 6.2a Prior to conducting activities, submit outline to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline will be kept on file. |
| | 6.3 Contact community-based agencies and organizations to schedule presentations on tobacco control topics and issues. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 6.4 Identify and/or develop educational materials to be used during presentations. | Weeks 1-4 | |
| | 6.4a Prior to distribution of educational materials, submit samples to DPH for review and approval. | Weeks 1-4 | Approval letters and samples of approved educational materials will be kept on file. |
| | 6.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during large group meetings. | Weeks 1-4 | List will be kept on file. |
| | 6.6 Prepare monthly calendars, including location sites, dates, and times of presentations. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 6.7 Make presentations at large group meetings and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

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| TOBACCO PREVENTION #1 7. Conduct 5 single session group training of volunteer peer outreach workers (more than 10 participants). Minimum length of training: 3 hours. | 7.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 7.2 Develop a presentation outline, curriculum and pretest/posttest for training. | Weeks 1-4 | |
| | 7.2a Prior to conducting training, submit outline, curriculum and pretest/posttest to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline, curriculum and pretest/posttest will be kept on file. |
| | 7.3 Identify and recruit youth to be trained. | Weeks 1-12 | List will be kept on file. |
| | 7.4 Identify and/or develop educational materials to be used during training. | Weeks 1-4 | |
| | 7.4a Prior to training, submit samples of educational materials for to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letters and samples of approved educational materials will be kept on file. |
| | 7.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during training. | Weeks 1-4 | List will be kept on file. |
| | 7.6 Prepare monthly calendars, including location sites, dates and times of training sessions. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 7.7 Conduct training sessions and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

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| MERCHANT OUTREACH #1 8. Face to face outreach (initial and follow-up visits) to 30 merchants to advocate for tobacco issues, discuss current state or local regulations that pertain to the sale of tobacco to minors, the sale of single cigarettes, and tobacco advertising, and assess compliance with laws/regulations. | 8.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 8.2 Identify retail sites selling tobacco products (liquor stores, gas stations, convenience stores, etc.) to target for merchant outreach. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 8.3 Develop an outline for merchant outreach to retail sites selling tobacco products. | Weeks 1-4 | List will be kept on file. |
| | 8.3a Prior to conducting outreach, submit outline to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline will be kept on file. |
| | 8.4 Identify and/or develop outreach and educational materials to be used for merchant outreach. | Weeks 1-4 | Approval letter and samples of approved materials will be kept on file. |
| | 8.4a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval. | Weeks 1-4 | List will be kept on file. |
| | 8.5 Prepare list of tobacco cessation programs and hotline telephone numbers for dissemination at presentations. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 8.6 Prepare monthly calendars, including locations, dates, and times of merchant outreach. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |
| 8.8 Make follow-up visits to determine compliance with STAKE ACT. | Observe at target facility to determine if they are in compliance with STAKE ACT. Refer to Merchant Outreach and Education Protocol for guidelines and required evaluations. Observe site to determine if facility is selling single cigarettes. Refer to single cigarettes section of the protocol for guidance. Meet with manager or supervisor of the facility to discuss the provisions of the STAKE ACT and/or single cigarette laws. Distribute DPH approved brochures and fact sheets as needed. If the site has a self service tobacco display, discuss the viability of removing such a display. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

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| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|--|---|--|
| TOBACCO OUTREACH #1 | | | |
| 1. Conduct 541 one-on-one outreach and advocacy, including surveys, outside of agency in targeted areas. Attending TCPP-mandated meetings or other meetings necessary to advocate for policy goals. | <p>1.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.</p> <p>1.2 Identify potential locations for outreach, including housing complexes, beach and piers, and sites frequented by 18 to 24 year-olds.</p> <p>1.3 Work with DPH to minimize duplication of services with other subcontractors.</p> <p>1.4 Develop a presentation outline for outreach to be conducted away from the agency.</p> <p>1.4a Prior to conducting activities, submit presentation outline to DPH for review and approval.</p> <p>1.5 Identify outreach and educational materials for distribution to the community.</p> <p>1.5a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval.</p> <p>1.6 Prepare list of tobacco cessation programs and hotline numbers for distribution during community outreach.</p> <p>1.7 Establish and maintain contact list of individuals and organizations that are potential collaborators on tobacco control issues and policies.</p> <p>1.8 Prepare monthly calendars, including locations, dates and times of activities.</p> <p>1.9 Conduct outreach and complete appropriate evaluation forms.</p> | <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Weeks 5-52</p> <p>Monthly</p> <p>Weeks 5-52</p> | <p>Approval letter and approved Midwest Academy Chart will be kept on file.</p> <p>List will be kept on file.</p> <p>List will be kept on file.</p> <p>Approval letter and approved outline will be kept on file.</p> <p>Approval letters and samples of approved materials will be kept on file.</p> <p>List will be kept on file.</p> <p>List will be kept on file.</p> <p>Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.</p> <p>Submit appropriate evaluation forms to DPH by the fifth working day of each month.</p> |

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AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (8)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|--|---|---|--|
| TOBACCO OUTREACH #2 | | | |
| 2. Conduct 12 one-on-one outreach and advocacy at clinics or programs within the agency. | <p>2.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.</p> <p>2.2 Identify programs within the agency where activities will be conducted.</p> <p>2.3 Develop a presentation outline for outreach to be conducted on site.</p> <p>2.3a Prior to conducting activities, submit outline to DPH for review and approval.</p> <p>2.4 Identify outreach and educational materials for distribution to the community.</p> <p>2.4a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval.</p> <p>2.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during in-house activities.</p> <p>2.6 Prepare monthly calendars including locations, dates and times of activities.</p> <p>2.7 Establish and maintain list of individuals who are responsive to tobacco program activities.</p> <p>2.8 Conduct outreach activities within agency and complete appropriate evaluation forms.</p> | <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Monthly</p> <p>Weeks 5-52</p> <p>Weeks 5-52</p> | <p>Approval letter and approved Midwest Academy Chart will be kept on file.</p> <p>List will be kept on file.</p> <p>Approval letter and approved outline will be kept on file.</p> <p>Approval letters and samples of approved materials will be kept on file.</p> <p>List will be kept on file.</p> <p>Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.</p> <p>List will be kept on file.</p> <p>Submit appropriate evaluation forms to DPH by the fifth working day of each month.</p> |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (8)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|---|-----------------------|---|
| TOBACCO OUTREACH #3 3. Conduct 8 small events (29-75 participants) to advocate tobacco issues & available services. | 3.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 3.2 Identify agencies, organizations and individuals that are potential collaborators on tobacco control issues and policies. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 3.3 Identify or organize events for the purpose of conducting tobacco control outreach and education activities. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 3.4 Develop a presentation outline for small events. | Weeks 1-4 | |
| | 3.4a Prior to conducting activities, submit presentation outline to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline will be kept on file. |
| | 3.5 As appropriate, develop flyers, bulletins, and announcements promoting events. | Weeks 1-4 and ongoing | |
| | 3.5a Prior to distribution, submit flyers, bulletins and announcements to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letters and approved flyers, bulletins and announcements will be kept on file. |
| | 3.6 Identify outreach and educational materials for distribution to the community. | Weeks 1-4 and ongoing | |
| | 3.6a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letters and samples of approved outreach and educational materials will be kept on file. |
| | 3.7 Prepare list of tobacco cessation programs and hotline numbers for distribution during events. | Weeks 1-4 | List will be kept on file. |
| | 3.8 Prepare monthly calendars, including locations, dates and times of events. | Weeks 1 - 4 | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 3.9 Conduct small events and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (8)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|---|-----------------------|---|
| TOBACCO OUTREACH #4 4. Conduct 8 large events (76 or more participants) to advocate tobacco control issues & available services. The event must be planned and organized by contractor and requires at least 30 days prior written approval from your contract manager. | 4.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 4.2 Identify agencies, organizations and individuals that are potential collaborators on tobacco control issues and policies. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 4.3 Identify or organize events for the purpose of conducting tobacco control outreach and education activities. | Weeks 1-4 and ongoing | List will be kept on file |
| | 4.4 Develop a presentation outline for large events. | Weeks 1-4 | |
| | 4.4a Prior to conducting activities, submit presentation outline to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letter and approved outline will be kept on file. |
| | 4.5 As appropriate, develop flyers, bulletins, and announcements promoting events. | Weeks 1-4 and ongoing | |
| | 4.5a Prior to distribution, submit flyers, bulletins and announcements to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letters and approved flyers, bulletins and announcements will be kept on file. |
| | 4.6 Identify outreach and educational materials for distribution to the community. | Weeks 1-4 and ongoing | |
| | 4.6a Prior to distribution of outreach and educational materials, submit samples to DPH for review approval. | Weeks 1-4 and ongoing | Approval letters and samples of approved outreach and educational materials will be kept on file. |
| | 4.7 Prepare list of tobacco cessation programs and hotline numbers for distribution during events. | Weeks 1-4 | List will be kept on file. |
| | 4.8 Prepare monthly calendars, including locations, dates and times of events. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 4.9 Conduct large events and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (8)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|--|-----------------------|---|
| TOBACCO OUTREACH #5 5. Conduct 17 small (10-30 participants) group meeting in boys & girls clubs, community centers, housing projects, parks & recreation centers, religious organizations, or other local venues to increase mobilization in the communities and refer participants to appropriate services. Also, individual or small group contact with key decision-makers. | 5.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 5.2 Develop an outline for presentations about tobacco control topics and issues. | Week 1-4 | |
| | 5.2a Prior to conducting activities, submit outline to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline will be kept on file. |
| | 5.3 Contact community-based agencies and organizations to schedule presentations on tobacco control topics and issues. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 5.4 Identify and/or develop educational materials to be used during presentations. | Weeks 1-4 and ongoing | |
| | 5.4a Prior to distribution of educational materials, submit samples to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letters and samples of approved educational materials will be kept on file. |
| | 5.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during small group meetings. | Weeks 1-4 | List will be kept on file. |
| | 5.6 Prepare monthly calendars, including locations, dates and times of presentations. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 5.7 Make presentations at small group meetings and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (8)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|--|--|-----------------------|---|
| TOBACCO OUTREACH #6 | | | |
| 6. Conduct 17 large group meetings (more than 30 participants) in religious organizations, community centers, housing projects, or other local venues to increase awareness, mobilize support for policy goals and refer participants to services. | 6.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 6.2 Develop an outline for presentations about tobacco control topics and issues. | Weeks 1-4 | |
| | 6.2a Prior to conducting activities, submit outline to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline will be kept on file. |
| | 6.3 Contact community-based agencies and organizations to schedule presentations on tobacco control topics and issues. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 6.4 Identify and/or develop educational materials to be used during presentations. | Weeks 1-4 | |
| | 6.4a Prior to distribution of educational materials, submit samples to DPH for review and approval. | Weeks 1-4 | Approval letters and samples of approved educational materials will be kept on file. |
| | 6.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during large group meetings. | Weeks 1-4 | List will be kept on file. |
| | 6.6 Prepare monthly calendars, including location sites, dates, and times of presentations. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 6.7 Make presentations at large group meetings and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK

July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (8)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|--|-----------------------|---|
| TOBACCO PREVENTION #1 7. Conduct 5 single session group training of volunteer peer outreach workers (more than 10 participants). Minimum length of training: 3 hours. | 7.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 7.2 Develop a presentation outline, curriculum and pretest/posttest for training. | Weeks 1-4 | |
| | 7.2a Prior to conducting training, submit outline, curriculum and pretest/posttest to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline, curriculum and pretest/posttest will be kept on file. |
| | 7.3 Identify and recruit youth to be trained. | Weeks 1-12 | List will be kept on file. |
| | 7.4 Identify and/or develop educational materials to be used during training. | Weeks 1-4 | |
| | 7.4a Prior to training, submit samples of educational materials for to DPH for review and approval. | Weeks 1-4 and ongoing | Approval letters and samples of approved educational materials will be kept on file. |
| | 7.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during training. | Weeks 1-4 | List will be kept on file. |
| | 7.6 Prepare monthly calendars, including location sites, dates and times of training sessions. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 7.7 Conduct training sessions and complete appropriate evaluation forms. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (8)

| MEASURABLE OBJECTIVES | IMPLEMENTATION | TIME LINE | EVALUATION |
|---|--|-----------------------|---|
| MERCHANT OUTREACH #1 8. Face to face outreach (initial and follow-up visits) to 30 merchants to advocate for tobacco issues, discuss current state or local regulations that pertain to the sale of tobacco to minors, the sale of single cigarettes, and tobacco advertising, and assess compliance with laws/regulations. | 8.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns. | Weeks 1-4 | Approval letter and approved Midwest Academy Chart will be kept on file. |
| | 8.2 Identify retail sites selling tobacco products (liquor stores, gas stations, convenience stores, etc.) to target for merchant outreach. | Weeks 1-4 and ongoing | List will be kept on file. |
| | 8.3 Develop an outline for merchant outreach to retail sites selling tobacco products. | Weeks 1-4 | |
| | 8.3a Prior to conducting outreach, submit outline to DPH for review and approval. | Weeks 1-4 | Approval letter and approved outline will be kept on file. |
| | 8.4 Identify and/or develop outreach and educational materials to be used for merchant outreach. | Weeks 1-4 | |
| | 8.4a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval. | Weeks 1-4 | Approval letter and samples of approved materials will be kept on file. |
| | 8.5 Prepare list of tobacco cessation programs and hotline telephone numbers for dissemination at presentations. | Weeks 1-4 | List will be kept on file. |
| | 8.6 Prepare monthly calendars, including locations, dates, and times of merchant outreach. | Monthly | Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month. |
| | 8.7 Observe at target facility to determine if they are in compliance with STAKE ACT. Refer to Merchant Outreach and Education Protocol for guidelines and required evaluations. Observe site to determine if facility is selling single cigarettes. Refer to single cigarettes section of the protocol for guidance. Meet with manager or supervisor of the facility to discuss the provisions of the STAKE ACT and/or single cigarette laws. Distribute DPH approved brochures and fact sheets as needed. If the site has a self service tobacco display, discuss the viability of removing such a display. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |
| | 8.8 Make follow-up visits to determine compliance with STAKE ACT. | Weeks 5-52 | Submit appropriate evaluation forms to DPH by the fifth working day of each month. |

Contract No. H-700228

**TOBACCO CONTROL AND PREVENTION MEDIA ADVERTISING, PUBLIC
RELATIONS AND PUBLIC EDUCATION SERVICES AGREEMENT**

Amendment No. 2

THIS AMENDMENT is made and entered into this _____ day
of _____, 2007,

by and between

COUNTY OF LOS ANGELES (hereafter
"County"),

and

THE ROGERS GROUP (formerly know as
RON ROGERS ASSOCIATES)
(hereafter "Contractor").

WHEREAS, reference is made to that certain document entitled "TOBACCO
CONTROL AND PREVENTION MEDIA ADVERTISING, PUBLIC RELATIONS AND
PUBLIC EDUCATION SERVICES", dated January 6, 2004, and further identified as
County Agreement No. H-700228, and any Amendments thereto (all hereafter referred
to as "Agreement"); and

WHEREAS, it is the intent of the parties hereto to amend Agreement to extend
the term and to change Ron Rogers Associates name to The Rogers Group; and as
such, wherever referred to in Agreement Ron Rogers Associates shall now become
The Rogers Group unless otherwise stated and provide for changes set forth
hereinafter; and

WHEREAS, said Agreement provides that changes may be made in the form of a written amendment which is formally approved and executed by the parties.

NOW, THEREFORE, the parties agree as follows:

1. This Amendment shall be effective on July 1, 2007.
2. The Paragraph 1, TERM, shall be amended to read as follows:

"1. TERM: This Agreement shall be effective on July 1, 2007 and shall continue, unless sooner terminated or cancelled, in full force and effect to midnight June 30, 2008, with two (one) year automatic renewals through 2010, contingent upon availability and approval of California Department of Health Services (CDHS) funding and the County's progress in meeting the contractual obligations for tobacco control and prevention services with the CDHS Tobacco Control Section.

In any event, this Agreement may be canceled or terminated at any time by either party, with or without cause, upon the giving of at least thirty (30) calendar days' prior written notice to the other. Further, County may also suspend the performance of services hereunder, in whole or in part, upon the giving of at least thirty (30) calendar days' advance written notice to Contractor. County's notice shall set forth the extent of the suspension and the requirements for full restoration of the performance obligations.

Notwithstanding any other provision of this Agreement, the failure of Contractor or its officers, agents, or employees to comply with the terms of

this Agreement or any written directives by or on behalf of County issued pursuant hereto shall constitute a material breach hereto and this Agreement may be terminated by County immediately. County's failure to exercise this right of termination shall not constitute a waiver of such right, which may be exercised at any subsequent time."

3. The first Paragraph of Paragraph 2, DESCRIPTION OF SERVICES, shall be revised as follows:

"2. DESCRIPTION OF SERVICES: Contractor shall provide tobacco control and prevention services in the manner described in Attachments I, II, III, IV and V, Scope of Work, attached hereto and incorporated herein by reference."

4. Paragraph 5, MAXIMUM OBLIGATION OF COUNTY, shall be revised to re-designate Subparagraph E. as Subparagraph H and to add Subparagraphs F and G.

"E. During the period of July 1, 2007 through June 30, 2008, the maximum obligation of County for all services hereunder shall not exceed Two Hundred Dollars (\$200,000). Contractor shall use such funds only to pay for services set forth in Schedule 5, attached hereto and incorporated herein by reference, and only to the extent that such funds are reimbursable to County from the State.

F. During the period of July 1, 2008 through June 30, 2009, the maximum obligation of County for all services provided hereunder shall not

exceed One Hundred and Forty-five Thousand Dollars (\$145,000).

Contractor shall use such funds only to pay for services as set forth in Schedule 6, attached hereto and incorporated herein by reference, and only to the extent that such funds are reimbursable to County from the State.

G. During the period of July 1, 2009 through June 30, 2010, the maximum obligation of County for all services provided hereunder shall not exceed One Hundred Thousand Dollars (\$100,000). Contractor shall use such funds only to pay for services as set forth in Schedule 7, attached hereto and incorporated herein by reference, and only to the extent that such funds are reimbursable to County from the State.

H. In no event shall County be required to pay Contractor more than the maximum obligation of County as set forth in this Paragraph."

5. Paragraph 15, PROHIBITION AGAINST ASSIGNMENT AND DELEGATION PROVISIONS, shall be revised as follows: "ASSIGNMENT AND DELEGATIION,

"A. Contractor shall not assign its rights or delegate its duties under this Agreement, or both, whether in whole or in part, without prior written consent of County (as determined by County at its sole discretion), and any attempted assignment or delegation without such consent shall be null and void. For purposes of this Paragraph, such County consent shall require a written amendment to this Agreement which is formally approved and executed by the parties. Any payments by County to any approved

assignee or delegatee on any claim under this Agreement shall be deductible at County's sole discretion against the claims which Contractor may have against County.

B. Shareholders or partners, or both, of Contractor (or other equity holders of Contractor), may assign, divest, exchange, sell, or otherwise transfer any interest they may have therein. However, in the event any such assignment, divestment, exchange, sale, or other transfer, is effected in such away as to give majority control of Contractor to any person(s), corporation, partnership, or legal entity other than the majority controlling interest therein at the time of execution of this Agreement, then prior written consent of County's Board of Supervisors shall be required. Any payments by County to Contractor on any claim under this Agreement shall not waive or constitute such County consent. Consent to any such assignment, divestment, exchange, sale, or other transfer shall be refused only if County, in its sole judgment, determines that the assignee(s), buyer(s), transferee(s), or other controlling interest party, is (are) lacking the capability, experience, or financial ability to perform all services and other work required under this Agreement. This in no way limits any County right found elsewhere in this Agreement, including, but not limited to, any right to terminate this Agreement.

C. If any assumption, assignment, delegation, or takeover of any of

Contractor's duties, responsibilities, obligations, or performance of same by any entity other than Contractor, whether through assignment, buyout, delegation, merger, subcontract, or any other mechanism, with or without consideration for any reason whatsoever without County's express prior written approval, shall be a material breach of this Agreement which may result in the termination of this Agreement. In the event of such termination, County shall be entitled to pursue the same remedies against Contractor as it could pursue in the event of default by Contractor."

6. Effective July 1, 2007, Attachments, V, VI, and VII shall be added to the Agreement.

7. Effective July 1, 2007, Schedules 5, 6 and 7 shall be added to the Agreement

8. Except for the changes set forth hereinabove, Agreement shall not be changed in any respect by this Amendment.

IN WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Amendment to be subscribed by its Director of Public Health

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and Contractor has caused this Amendment to be subscribed in its behalf by its duly authorized officer, the day, month, and year first above written.

COUNTY OF LOS ANGELES

By _____
Jonathan E. Fielding, M.D. MPH
Director and Health Officer

THE ROGERS GROUP
Contractor

By _____
Signature

Printed Name

Title _____
(AFFIX CORPORATE SEAL)

APPROVED AS TO FORM
BY THE OFFICE OF THE COUNTY COUNSEL
RAYMOND G. FORTNER
County Counsel

APPROVED AS TO CONTRACT
ADMINISTRATION:

Department of Public Health

By _____
Gary T. Izumi, Chief
Contracts and Grants

THE ROGERS GROUP

Date of Board Approval through June 30, 2008

SCHEDULE 5

| PUBLIC RELATIONS ACTIVITIES | |
|---|---------------------|
| Communications (Telephone / fax) | \$1,000.00 |
| Copying / Printing | \$1,000.00 |
| Courier / Delivery Service | \$1,000.00 |
| Hourly Fees* | \$100,000.00 |
| Materials | \$20,000.00 |
| Media Production and Placement | \$51,000.00 |
| Mileage / Travel | \$500.00 |
| Other Expenses | \$1,500.00 |
| Training/Technical Support and Assistance | \$14,000.00 |
| Vendor Services | \$10,000.00 |
| TOTAL BUDGET | \$200,000.00 |

*Hourly fees are for: 1) creating and overseeing implementation of events/promotions, 2) initiating and managing subcontracts, 3) developing public relations stories, and 4) processing invoices, reports and other administrative requirements. These hourly fees are negotiated based on industry standards in an effort to obtain fee uniformity among all media contractors. No less than 85% of these hourly fees will be devoted strictly to program implementation and public relations.

**Industry standard media purchasing commission of 15% included in total

THE ROGERS GROUP

July 1, 2008 through June 30, 2009

SCHEDULE 6

| | |
|---|--------------------------|
| PUBLIC RELATIONS ACTIVITIES | |
| Communications (Telephone / fax) | \$750.00 |
| Copying / Printing | \$750.00 |
| Courier / Delivery Service | \$750.00 |
| Hourly Fees* | \$74,350.00 |
| Materials | \$14,000.00 |
| Media Production and Placement | \$37,250.00 51,000.00 |
| Mileage / Travel | \$375.00 |
| Other Expenses | \$1,125.00 |
| Training/Technical Support and Assistance | \$9,150.00 |
| Vendor Services | \$6,500.00 |
| TOTAL BUDGET | \$145,000.00 |

*Hourly fees are for: 1) creating and overseeing implementation of events/promotions, 2) initiating and managing subcontracts, 3) developing public relations stories, and 4) processing invoices, reports and other administrative requirements. These hourly fees are negotiated based on industry standards in an effort to obtain fee uniformity among all media contractors. No less than 85% of these hourly fees will be devoted strictly to program implementation and public relations.

**Industry standard media purchasing commission of 15% included in total

THE ROGERS GROUP

July 1, 2009 through June 30, 2010

SCHEDULE 7

| | |
|---|---------------------|
| PUBLIC RELATIONS ACTIVITIES | |
| Communications (Telephone / fax) | \$500.00 |
| Copying / Printing | \$500.00 |
| Courier / Delivery Service | \$500.00 |
| Hourly Fees* | \$50,000.00 |
| Materials | \$10,000.00 |
| Media Production and Placement | \$25,500.00 |
| | 25,500.00 |
| Mileage / Travel | \$250.00 |
| Other Expenses | \$750.00 |
| Training/Technical Support and Assistance | \$7,150.00 |
| Vendor Services | \$5,000.00 |
| TOTAL BUDGET | \$100,000.00 |

*Hourly fees are for: 1) creating and overseeing implementation of events/promotions, 2) initiating and managing subcontracts, 3) developing public relations stories, and 4) processing invoices, reports and other administrative requirements. These hourly fees are negotiated based on industry standards in an effort to obtain fee uniformity among all media contractors. No less than 85% of these hourly fees will be devoted strictly to program implementation and public relations.

**Industry standard media purchasing commission of 15% included in total

LOS ANGELES DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2007 through June 30, 2008

Agency: THE ROGERS GROUP

GOAL: Reduce the burden of tobacco-related disease, death, and disability by providing media support for policies that counter pro-tobacco influences, decrease secondhand smoke exposure and influence social norms so as to reduce the acceptability of tobacco use.

| OBJECTIVES | IMPLEMENTATION ACTIVITIES | TIMELINE | METHODS OF EVALUATION PROCESS AND/OR OUTCOME OF OBJECTIVES |
|---|---|---|---|
| 1. By 6/30/08, implement a media campaign to increase public awareness, support and compliance with existing smoke-free laws. | 1.1 Work with DPH and coalition to assess compliance with state and local smoke-free laws. 1.2 In conjunction with DPH and coalition, develop media messages and conduct a minimum of three focus groups with community members, to determine appropriateness of the messages. 1.3 Conduct strategy meetings with DPH and coalition to ensure educational messages are consistent with campaign objective, as well as culturally and linguistically appropriate. Ensure coalition buy-in and support for the media campaign. 1.4 Implement media campaign, using the messages and strategies developed. Involve coalition members as necessary. 1.5 After quantitative evaluation data is collected and analyzed by DPH, publicize results of media campaign. | By August 31, 2007 By October 31, 2007 By November 30, 2007 By May 31, 2008 By June 30, 2008 | Meeting attendance and notes will be kept on file. Focus group reports will be submitted to DPH and copies kept on file. Meeting attendance and notes will be kept on file. Distribution lists, new educational material, community feedback, clippings, radio tapes, etc. will be kept on file. Press releases will be submitted to DPH for approval and kept on file, with clippings of published articles. |

LOS ANGELES DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2007 through June 30, 2008

Agency: THE ROGERS GROUP

GOAL: Reduce the burden of tobacco-related disease, death, and disability by providing media support for policies that counter pro-tobacco influences, decrease secondhand smoke exposure and influence social norms so as to reduce the acceptability of tobacco use.

| OBJECTIVES | IMPLEMENTATION ACTIVITIES | TIMELINE | METHODS OF EVALUATION PROCESS AND/OR OUTCOME OF OBJECTIVES |
|--|---|---------------------------------------|--|
| 2. By 6/30/08, implement a media campaign to counter pro-tobacco influences in the media and movie industry. | 2.1 Work with DPH, coalition, and community members to identify issues. | By July 31, 2007 | Meeting attendance and notes will be kept on file. |
| | 2.2 In conjunction with DPH and coalition, develop media messages and conduct a focus group with community members, to determine appropriateness of the messages. | By September 30, 2007 | Focus group reports will be submitted to DPH and copies kept on file. |
| | 2.3 Conduct strategy meetings with DPH to ensure educational messages are consistent with campaign objective, as well as culturally and linguistically appropriate. | By October 31, 2007 | Meeting attendance and notes will be kept on file. |
| | 2.4 Implement media campaign, using the messages and strategies developed. Involve coalition as necessary. | By November 1, 2007 and ongoing | Distribution lists, educational and promotional material, community feedback, clippings, radio tapes, etc. will be kept on file. |
| | 2.5 After quantitative evaluation data is collected and analyzed by DPH, publicize results of media campaign. | By June 30, 2008 | Press releases will be submitted to DPH for approval and kept on file, with clippings of published articles. |

LOS ANGELES DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2007 through June 30, 2008

Agency: THE ROGERS GROUP

GOAL: Reduce the burden of tobacco-related disease, death, and disability by providing media support for policies that counter pro-tobacco influences, decrease secondhand smoke exposure and influence social norms so as to reduce the acceptability of tobacco use.

| OBJECTIVES | IMPLEMENTATION ACTIVITIES | TIMELINE | METHODS OF EVALUATION PROCESS AND/OR OUTCOME OF OBJECTIVES |
|--|---|---|---|
| 3. By 6/30/08, to implement a media campaign counter pro-tobacco to promote effective smoking cessation services in Los Angeles County. The campaign will employ targeted messages to inform smokers about availability of cessation services, promote the California Smokers' Helpline, and motivate smokers to quit smoking. | <p>3.1 Work with DPH, coalition, and community members to identify issues.</p> <p>3.2 In conjunction with coalition, develop media messages, PSAs, and press releases that are consistent with campaign message, as well as culturally and linguistically appropriate.</p> <p>3.3 Conduct two focus groups with community members, to determine appropriateness of the media messages and designs.</p> <p>3.4 Distribute PSAs, press release to appropriate media outlets.</p> <p>3.5 Meet with DPH to discuss campaign strategies.</p> | <p>By July 31, 2007</p> <p>By August 31, 2007 and ongoing</p> <p>By August 31, 2007 and ongoing</p> <p>By September 30, 2007</p> <p>Ongoing</p> | <p>Meeting and notes will be kept on file.</p> <p>Press release, PSA, media messages and signage will be submitted to DPH for approval. Copies will be kept on file.</p> <p>Focus group reports will be submitted to DPH.</p> <p>List of media outlets will be kept on file.</p> <p>Meeting notes will be kept on file.</p> |

LOS ANGELES DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2007 through June 30, 2008

Agency: THE ROGERS GROUP

GOAL: Reduce the burden of tobacco-related disease, death, and disability by providing media support for policies that counter pro-tobacco influences, decrease secondhand smoke exposure and influence social norms so as to reduce the acceptability of tobacco use.

| OBJECTIVES | IMPLEMENTATION ACTIVITIES | TIMELINE | METHODS OF EVALUATION PROCESS AND/OR OUTCOME OF OBJECTIVES |
|---|--|--|---|
| 4. By 6/30/08, increase public awareness of the hazards of secondhand smoke and the need for smoke-free policies in multi-unit housing, and outdoor areas such as, dining, ATM lines, theater lines, bus stops, parks, and outdoor entertainment venues by developing communication kits, signage, and by conducting message training for DPH staff, coalition members, and subcontractors. | 4.1 Work with DPH and coalition to identify issues. 4.2 In conjunction with coalition, develop media messages, smoke-free signage and three communication kits that are consistent with campaign objective, as well as culturally and linguistically appropriate. 4.3 Conduct three focus groups with community members, to determine appropriateness of the messages, signage and communication kits. 4.4 Distribute communication kits to coalition and conduct three message trainings. 4.5 Meet with DPH and coalition to discuss effectiveness of media messages, signage and communication kits. | By July 31, 2007 and ongoing By August 31, 2007 and ongoing By September 30, 2007 and ongoing Ongoing | Meeting attendance and notes will be kept on file. Communication kits, media messages and signage will be submitted to DPH for approval. Copies will be kept on file. Focus group reports will be kept on file. Training agendas and educational materials will be submitted to DPH for approval and kept on file. Meeting attendance and notes will be kept on file. |

SCHEDULE 3

July 1, 2007 Through June 30, 2008

CATEGORY I

BUDGET REVISION EFFECTIVE June 19, 2007

| | | | | |
|--|---|-------------------------------|--|--------------------------------|
| <p>7/1/07-6/30/08 PROP 99 Reimbursement Amount</p> | <p>I. UNIT COST (12 Objective totaling 892 units of Services)</p> | <p>II. UNALLOCATED</p> | <p>III. ADMINISTRATIVE FEE (5%)</p> | <p>IV. TOTAL BUDGET</p> |
| | <p>\$100,000.00</p> | <p>0.00</p> | <p>0.00</p> | <p>\$100,000.00</p> |

LOS ANGELES DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2008 through June 30, 2009

Agency: THE ROGERS GROUP

GOAL: Reduce the burden of tobacco-related disease, death, and disability by providing media support for policies that counter pro-tobacco influences, decrease secondhand smoke exposure and influence social norms so as to reduce the acceptability of tobacco use.

| OBJECTIVES | IMPLEMENTATION ACTIVITIES | TIMELINE | METHODS OF EVALUATION PROCESS AND/OR OUTCOME OF OBJECTIVES |
|---|---|---|---|
| 1. By 6/30/09, implement a media campaign to increase public awareness, support and compliance with existing smoke-free laws. | 1.1 Work with DPH and coalition to assess compliance with state and local smoke-free laws. 1.2 In conjunction with DPH and coalition, develop media messages and conduct a minimum of three focus groups with community members, to determine appropriateness of the messages. 1.3 Conduct strategy meetings with DPH and coalition to ensure educational messages are consistent with campaign objective, as well as culturally and linguistically appropriate. Ensure coalition buy-in and support for the media campaign. 1.4 Implement media campaign, using the messages and strategies developed. Involve coalition members as necessary. 1.5 After quantitative evaluation data is collected and analyzed by DPH, publicize results of media campaign. | By August 31, 2008 By October 31, 2008 By November 30, 2008 By May 31, 2009 By June 30, 2009 | Meeting attendance and notes will be kept on file. Focus group reports will be submitted to DPH and copies kept on file. Meeting attendance and notes will be kept on file. Distribution lists, new educational material, community feedback, clippings, radio tapes, etc. will be kept on file. Press releases will be submitted to DPH for approval and kept on file, with clippings of published articles. |

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GOAL: Reduce the burden of tobacco-related disease, death, and disability by providing media support for policies that counter pro-tobacco influences, decrease secondhand smoke exposure and influence social norms so as to reduce the acceptability of tobacco use.

| OBJECTIVES | IMPLEMENTATION ACTIVITIES | TIMELINE | METHODS OF EVALUATION PROCESS AND/OR OUTCOME OF OBJECTIVES |
|--|--|---|---|
| 2. By 6/30/09, implement a media campaign to counter pro-tobacco influences in the media and movie industry. | 2.1 Work with DPH, coalition, and community members to identify issues. 2.2 In conjunction with DPH and coalition, develop media messages and conduct a focus group with community members, to determine appropriateness of the messages. 2.3 Conduct strategy meetings with DPH to ensure educational messages are consistent with campaign objective, as well as culturally and linguistically appropriate. 2.4 Implement media campaign, using the messages and strategies developed. Involve coalition as necessary. 2.5 After quantitative evaluation data is collected and analyzed by DPH, publicize results of media campaign. | By July 31, 2008 By September 30, 2008 By October 31, 2008 By November 1, 2008 and ongoing By June 30, 2009 | Meeting attendance and notes will be kept on file. Focus group reports will be submitted to DPH and copies kept on file. Meeting attendance and notes will be kept on file. Distribution lists, educational and promotional material, community feedback, clippings, radio tapes, etc. will be kept on file. Press releases will be submitted to DPH for approval and kept on file, with clippings of published articles. |

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| OBJECTIVES | IMPLEMENTATION ACTIVITIES | TIMELINE | METHODS OF EVALUATION PROCESS AND/OR OUTCOME OF OBJECTIVES |
|--|--|--------------------------------------|--|
| 3. By 6/30/09, to implement a media campaign counter pro-tobacco to promote effective smoking cessation services in Los Angeles County. The campaign will employ targeted messages to inform smokers about availability of cessation services, promote the California Smokers' Helpline, and motivate smokers to quit smoking. | 3.1 Work with DPH, coalition, and community members to identify issues. | By July 31, 2008 | Meeting and notes will be kept on file. |
| | 3.2 In conjunction with coalition, develop media messages, PSAs, and press releases that are consistent with campaign message, as well as culturally and linguistically appropriate. | By August 31, 2008 and ongoing | Press release, PSA, media messages and signage will be submitted to DPH for approval. Copies will be kept on file. |
| | 3.3 Conduct two focus groups with community members, to determine appropriateness of the media messages and designs. | By August 31, 2008 and ongoing | Focus group reports will be submitted to DPH. |
| | 3.4 Distribute PSAs, press release to appropriate media outlets. | By September 30, 2008 | List of media outlets will be kept on file. |
| | 3.5 Meet with DPH to discuss campaign strategies. | Ongoing | Meeting notes will be kept on file. |

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SCOPE OF WORK
July 1, 2008 through June 30, 2009

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| OBJECTIVES | IMPLEMENTATION ACTIVITIES | TIMELINE | METHODS OF EVALUATION PROCESS AND/OR OUTCOME OF OBJECTIVES |
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| 4. By 6/30/09, increase public awareness of the hazards of secondhand smoke and the need for smoke-free policies in multi-unit housing, and outdoor areas such as, dining, ATM lines, theater lines, bus stops, parks, and outdoor entertainment venues by developing communication kits, signage, and by conducting message training for DPH staff, coalition members, and subcontractors. | 4.1 Work with DPH and coalition to identify issues. 4.2 In conjunction with coalition, develop media messages, smoke-free signage and three communication kits that are consistent with campaign objective, as well as culturally and linguistically appropriate. 4.3 Conduct three focus groups with community members, to determine appropriateness of the messages, signage and communication kits. 4.4 Distribute communication kits to coalition and conduct three message trainings. 4.5 Meet with DPH and coalition to discuss effectiveness of media messages, signage and communication kits. | By July 31, 2008 and ongoing By August 31, 2008 and ongoing By September 30, 2008 and ongoing Ongoing Ongoing | Meeting attendance and notes will be kept on file. Communication kits, media messages and signage will be submitted to DPH for approval. Copies will be kept on file. Focus group reports will be kept on file. Training agendas and educational materials will be submitted to DPH for approval and kept on file. Meeting attendance and notes will be kept on file. |

LOS ANGELES DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2009 through June 30, 2010

Agency: THE ROGERS GROUP

GOAL: Reduce the burden of tobacco-related disease, death, and disability by providing media support for policies that counter pro-tobacco influences, decrease secondhand smoke exposure and influence social norms so as to reduce the acceptability of tobacco use.

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| 1. By 6/30/10, implement a media campaign to increase public awareness, support and compliance with existing smoke-free laws. | 1.1 Work with DPH and coalition to assess compliance with state and local smoke-free laws. 1.2 In conjunction with DPH and coalition, develop media messages and conduct a minimum of three focus groups with community members, to determine appropriateness of the messages. | By August 31, 2009 By October 31, 2009 | Meeting attendance and notes will be kept on file. Focus group reports will be submitted to DPH and copies kept on file. |
| | 1.3 Conduct strategy meetings with DPH and coalition to ensure educational messages are consistent with campaign objective, as well as culturally and linguistically appropriate. Ensure coalition buy-in and support for the media campaign. | By November 30, 2009 | Meeting attendance and notes will be kept on file. |
| | 1.4 Implement media campaign, using the messages and strategies developed. Involve coalition members as necessary. | By May 31, 2010 | Distribution lists, new educational material, community feedback, clippings, radio tapes, etc. will be kept on file. |
| | 1.5 After quantitative evaluation data is collected and analyzed by DPH, publicize results of media campaign. | By June 30, 2010 | Press releases will be submitted to DPH for approval and kept on file, with clippings of published articles. |

LOS ANGELES DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2009 through June 30, 2010

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